



# 2020 TITLE VI PROGRAM

*Submitted in fulfillment of  
Title VI of the Civil Rights Act of 1964  
and FTA Circular 4702.1B*



# **TABLE OF CONTENTS**

<b>List of Tables</b>	<b>v</b>
<b>List of Figures</b>	<b>vi</b>
<b>Introduction</b>	<b>ix</b>
<b>Overview of Title VI .....</b>	<b>x</b>
<b>Title VI discrimination.....</b>	<b>x</b>
<b>Programs covered by Title VI.....</b>	<b>x</b>
<b>Definitions.....</b>	<b>xi</b>
 <b>Part I: General requirements</b>	 <b>1</b>
 <b>Title VI Notice to the Public .....</b>	 <b>1</b>
<b>Title VI complaint procedures .....</b>	<b>2</b>
<b>Title VI complaint form.....</b>	<b>2</b>
<b>List of Title VI investigations, complaints, and lawsuits .....</b>	<b>2</b>
<b>Public Participation Plan.....</b>	<b>2</b>
<i>Public participation highlights</i>	<b>3</b>
<b>2017 Needs Assessment .....</b>	<b>3</b>
<b>West Salem Connector replacement .....</b>	<b>4</b>
<b>OR-99E transit planning outreach – bridging cultures event.....</b>	<b>4</b>
<b>A Better Cherriots outreach events.....</b>	<b>4</b>
<b>OR-99E project board coordination .....</b>	<b>4</b>
<b>2019 fare change .....</b>	<b>4</b>
<b>Polk County Flex redesign proposal .....</b>	<b>5</b>

Ongoing service changes.....	5
Language Assistance Plan.....	5
Committee membership and recruitment .....	10
Subrecipient monitoring.....	11
Facilities siting and construction.....	12
<i>South Salem Transit Center</i>	12
Major service change and fare change equity analyses ...	12
Board approval of the 2020 Title VI Program update .....	13
 <b>Part II: Title VI policies</b>	 <b>14</b>
 <b>Major Service Change Policy .....</b>	 <b>14</b>
<b>Major service change definition.....</b>	<b>14</b>
<i>Public hearing requirements</i>	15
<i>Exemptions</i>	15
<b>Disparate Impact for Service Changes Policy .....</b>	<b>16</b>
<i>Adverse effects analysis</i>	17
<i>Disparate impact analysis</i>	18
<i>Avoid, minimize, mitigate, or justify</i>	19
<b>Disproportionate Burden for Service Changes Policy .....</b>	<b>20</b>
<i>Adverse effects analysis</i>	21
<i>Disproportionate burden analysis</i>	21
<i>Avoid, minimize, mitigate, or justify</i>	23
<b>Fare Changes Policy .....</b>	<b>23</b>
<i>Fare change definition</i>	23
<i>Public hearing requirements</i>	23
<i>Exemptions</i>	24
<b>Disparate Impacts for Fare Changes Policy .....</b>	<b>24</b>
<i>Adverse effects and disparate impact analysis</i>	25
<i>Avoid, minimize, mitigate, or justify</i>	25
<b>Disproportionate Burden for Fare Changes Policy .....</b>	<b>26</b>



<i>Adverse effects and disproportionate burden analysis</i>	27
<i>Avoid, minimize, mitigate, or justify</i>	27
<b>Public outreach to establish Title VI polices.....</b>	<b>27</b>
<i>Special Transportation Fund Advisory Committee (STFAC)</i>	28
<i>City of Salem Human Rights and Relations Advisory Commission (HRRAC)</i>	28
<i>Results of discussions</i>	28

## **Part III: Systemwide service standards and policies** 30

<b>Service availability.....</b>	<b>31</b>
<b>Service frequency.....</b>	<b>31</b>
<i>Service day periods</i>	31
<i>Service day types</i>	31
<i>Consistent frequency</i>	32
<i>Route types</i>	32
<b>On-time performance.....</b>	<b>33</b>
<b>Vehicle loads.....</b>	<b>33</b>
<b>Amenity placement .....</b>	<b>34</b>
<b>Vehicle assignment.....</b>	<b>34</b>

## **Part IV: Service monitoring** 36

<b>Minority and non-minority routes.....</b>	<b>36</b>
<b>Service availability.....</b>	<b>37</b>
<i>Findings</i>	37
<b>Service frequency and span.....</b>	<b>37</b>
<i>Findings</i>	42
<b>On-time performance.....</b>	<b>43</b>
<i>Findings</i>	47

<b>Vehicle Loads .....</b>	<b>48</b>
<i>Findings</i> .....	<i>50</i>
<b>Stop amenities.....</b>	<b>51</b>
<i>Findings</i> .....	<i>51</i>
<b>Vehicle assignment.....</b>	<b>52</b>
<b>Summary .....</b>	<b>52</b>
 <b>Part V: Demographic analysis</b>	 <b>53</b>
 <b>Service and service area.....</b>	 <b>54</b>
<b>Service availability .....</b>	<b>57</b>
<b>Minority population.....</b>	<b>59</b>
<b>Low-income population .....</b>	<b>61</b>
<b>Limited English Proficient (LEP) population .....</b>	<b>63</b>
<b>Facilities .....</b>	<b>65</b>
<b>Amenities – signs, maps, and schedules .....</b>	<b>69</b>
<b>Amenities – shelters .....</b>	<b>73</b>
<b>Amenities – seating.....</b>	<b>77</b>
<b>Amenities – waste receptacles .....</b>	<b>81</b>
 <b>List of Attachments</b>	 <b>85</b>

## List of Tables

<b>Table I- 1.</b> <i>Language spoken at home by ability to speak English for the population 5 years old and over for Marion and Polk counties</i> .....	6
<b>Table I- 2.</b> Race and ethnicity of members of non-elected committees .....	10
<b>Table III- 1.</b> Vehicle capacities and maximum load factors.....	33
<b>Table IV- 1.</b> Availability of service .....	37
<b>Table IV- 2.</b> Weekday headways and span of service of Cherriots Local routes (minority routes shown in bold with shaded backgrounds).....	38
<b>Table IV- 3.</b> Weekday round trips and span of service of the Cherriots Local commuter express route (Route 1X) .....	38
<b>Table IV- 4.</b> Weekday round trips and span of service of Cherriots Regional express routes (minority routes shown in bold with shaded backgrounds) .....	39
<b>Table IV- 5.</b> Saturday headways and span of service of Cherriots Local routes (minority routes shown in bold with shaded backgrounds).....	39
<b>Table IV- 6.</b> Saturday round trips and span of service of Cherriots Regional express routes (minority routes shown in bold with shaded backgrounds) .....	40
<b>Table IV- 7.</b> Comparison of weekday headways and span of service for Cherriots Local minority and non-minority routes .....	40
<b>Table IV- 8.</b> Comparison of Saturday headways and span of service for Cherriots Local minority and non-minority routes .....	40
<b>Table IV- 9.</b> Weekday headways and span of service for Cherriots Local commuter express non-minority route (Route 1X).....	41
<b>Table IV- 10.</b> Comparison of weekday average daily round trips and span of service for Cherriots Regional minority and non-minority express routes .....	41
<b>Table IV- 11.</b> Comparison of Saturday average daily round trips and span of service for Cherriots Regional minority and non-minority express routes .....	41
<b>Table IV- 12.</b> Weekday on-time performance of Cherriots Local and Cherriots Regional routes (Oct. 2019) (minority routes shown in bold with shaded backgrounds) .....	44
<b>Table IV- 13.</b> Weekday on-time performance for Cherriots Local commuter express	

(Oct. 2019) (minority routes shown in bold with shaded backgrounds).....	45
<b>Table IV- 14.</b> Saturday on-time performance of Cherriots Local and Cherriots Regional routes (Oct. 2019) (minority routes shown in bold with shaded backgrounds).....	45
<b>Table IV- 15.</b> Comparison of on-time performance for weekday Cherriots Local minority and non-minority routes .....	46
<b>Table IV- 16.</b> Comparison of on-time performance for Saturday Cherriots Local minority and non-minority routes .....	46
<b>Table IV- 17.</b> Comparison of on-time performance for weekday Cherriots Regional minority and non-minority routes .....	46
<b>Table IV- 18.</b> Comparison of on-time performance for Saturday Cherriots Regional minority and non-minority routes .....	47
<b>Table IV- 19.</b> Vehicle capacities and maximum load factors of the newest Cherriots buses.....	48
<b>Table IV- 20.</b> Average maximum vehicle loads and load factors by route, weekdays only (minority routes shown in bold with shaded backgrounds) .....	49
<b>Table IV- 21.</b> Average maximum vehicle load and load factor for Cherriots Local commuter express route, weekdays only.....	49
<b>Table IV- 22.</b> Comparison of average vehicle loads for minority and non-minority routes of Cherriots Local service and Cherriots Regional express services.....	50
<b>Table IV- 23.</b> Distribution of amenities in minority block groups versus the total service area .....	51

## List of Figures

<b>Figure I- 1.</b> Census tracts in Marion and Polk counties with greater than average Limited English Proficiency (LEP) populations.....	8
<b>Figure I- 2.</b> Census tracts near the Salem-Keizer UGB with greater than average Limited English Proficiency (LEP).....	9
<b>Figure V- 1.</b> Service and service area (Marion and Polk counties) .....	55
<b>Figure V- 2.</b> Service and service area (Salem and Keizer).....	56

<b>Figure V- 3.</b> Areas within a half mile walk of a bus stop (Marion and Polk counties)	57
<b>Figure V- 4.</b> Areas within a half mile walk of a bus stop (Salem and Keizer)	58
<b>Figure V- 5.</b> Service and service area relative to block groups with greater than average minority populations (Marion and Polk counties)	59
<b>Figure V- 6.</b> Service and service area in relation to block groups with greater than average minority populations (Salem and Keizer)	60
<b>Figure V- 7.</b> Service and service area in relation to block groups with greater than average low-income (200 percent FPL) populations (Marion and Polk counties)	61
<b>Figure V- 8.</b> Service and service area in relation to block groups with greater than average low-income (200 percent FPL) populations (Salem and Keizer)	62
<b>Figure V- 9.</b> Service and service area in relation to Census tracts with greater than average LEP populations (Marion and Polk counties)	63
<b>Figure V- 10.</b> Service and service area in relation to Census tracts with greater than average LEP populations (Salem and Keizer)	64
<b>Figure V- 11.</b> Current SAMTD facilities and facilities owned by other public or private entities but served by Cherriots buses in relation to U.S. Census block groups with greater than average minority populations (Marion and Polk counties)	65
<b>Figure V- 12.</b> Current SAMTD facilities and others that are publicly or privately owned served by Cherriots buses in relation to block groups with greater than average minority populations (Salem and Keizer)	66
<b>Figure V- 13.</b> Low-income (200 percent FPL) populations in relation to current SAMTD facilities and facilities belonging to other public and private entities, which are served by Cherriots buses (Marion and Polk counties)	67
<b>Figure V- 14.</b> Low-income (200 percent FPL) populations in relation to current SAMTD facilities and facilities belonging to other public and private entities, which are served by Cherriots buses (Salem and Keizer)	68
<b>Figure V- 15.</b> Signs, maps, and schedules in relation to block groups with greater than average minority populations (Marion and Polk counties)	69
<b>Figure V- 16.</b> Signs, maps, and schedules in relation to block groups with greater than average minority populations (Salem and Keizer)	70
<b>Figure V- 17.</b> Signs, maps, and schedules in relation to block groups with greater than average low-income (200 percent FPL) populations (Marion and Polk counties)	



.....	71
<b>Figure V- 18.</b> Signs, maps, and schedules in relation to block groups with greater than average low-income (200 percent FPL) populations (Salem and Keizer).....	72
<b>Figure V- 19.</b> Transit shelters in relation to block groups with greater than average minority populations (Marion and Polk counties) .....	73
<b>Figure V- 20.</b> Transit shelters in relation to block groups with greater than average minority populations (Salem and Keizer).....	74
<b>Figure V- 21.</b> Transit shelters in relation to block groups with greater than average low-income (200 percent FPL) populations (Marion and Polk counties) .....	75
<b>Figure V- 22.</b> Transit shelters in relation to block groups with greater than average low-income (200 percent FPL) populations (Salem and Keizer).....	76
<b>Figure V- 23.</b> Seating in relation to block groups with greater than average minority populations (Marion and Polk counties) .....	77
<b>Figure V- 24.</b> Seating in relation to block groups with greater than average minority populations (Salem and Keizer) .....	78
<b>Figure V- 25.</b> Seating in relation to block groups with greater than average low-income (200 percent FPL) populations (Marion and Polk counties).....	79
<b>Figure V- 26.</b> Seating in relation to block groups with greater than average low-income (200 percent FPL) populations (Salem and Keizer) .....	80
<b>Figure V- 27.</b> Waste receptacles in relation to block groups with greater than average minority populations (Marion and Polk counties) .....	81
<b>Figure V- 28.</b> Waste receptacles in relation to block groups with greater than average minority populations (Salem and Keizer).....	82
<b>Figure V- 29.</b> Waste receptacles in relation to block groups with greater than average low-income (200 percent FPL) populations (Marion and Polk counties) .....	83
<b>Figure V- 30.</b> Waste receptacles in relation to block groups with greater than average low-income (200 percent FPL) populations (Salem and Keizer).....	84

# Introduction

This document describes the Title VI program and policies of Salem Area Mass Transit District (SAMTD) developed in accordance with the Federal Transit Administration (FTA) Title VI Circular 4702.1B “Title VI Requirements and Guidelines for Federal Transit Administration Recipients” effective October 1, 2012 (“Circular”). This report is provided as documentation of compliance with Title VI of the Civil Rights Act of 1964 in accordance with FTA grant recipient requirements.

SAMTD, doing business as “Cherriots,” is a mass transit district created by the Oregon legislature pursuant to Oregon Revised Statutes (ORS) Chapter 267. SAMTD is a local government as defined under Oregon law, providing bus and ADA paratransit public transportation service in the Salem-Keizer metro area, providing about 3.2 million rides each year. Guided by the SAMTD Board of Directors representing seven districts, the organization is directed by a General Manager appointed by the board and employs approximately 330 union, non-union, and contract employees.

The Director of Strategic Initiatives and Program Management is chiefly responsible for administering and monitoring Title VI requirements, but it is the duty of every employee, vendor and contractor of the agency, to ensure compliance with nondiscrimination and to further civil rights’ protections. The board must also approve the agency’s Title VI program update prior to its submittal to FTA.

Title VI prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving Federal financial assistance. Specifically, Title VI provides that:

*No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.*

## Overview of Title VI

The intent of Title VI is to remove barriers and conditions that prevent minority, low income, Limited English Proficiency (LEP), and other disadvantaged groups and persons from receiving access, participation and benefits from federally assisted programs, services and activities. In effect, Title VI promotes fairness and equity in federally assisted programs and activities and is based on the fundamental principle that all human beings are created equal. Title VI is rooted in the constitutional guarantee that all human beings are entitled to equal protection of the laws and specifically addresses involvement of impacted persons in the decision making process.

## Title VI discrimination

There are many forms of illegal discrimination based on race, color, or national origin that can limit the opportunity of underrepresented communities to gain equal access to services and programs. In operating a federally assisted program, a recipient cannot, on the basis of race, color, or national origin, either directly or through contractual means:

- Deny program services, aids, or benefits;
- Provide a different service, aid, or benefit, or provide them in a manner different than they are provided to others; or
- Segregate or separately treat individuals in any matter related to the receipt of any service, aid, or benefit.

Additionally, related regulations and statutes expanded the range and scope of Title VI coverage and applicability to prohibit discrimination on the basis of disability, age, sex, income and LEP as an extension of national origin.

## Programs covered by Title VI

The Civil Rights Restoration Act of 1987 amended each of the affected statutes by adding a section defining the word "program" to make clear that discrimination is prohibited throughout an entire agency if any part of the agency receives Federal financial assistance. Approximately 30 Federal agencies provide Federal financial assistance in the form of funds, training, and technical and other assistance to State and local governments, and non-profit and private organizations. These recipients

of Federal assistance, in turn, operate programs and deliver benefits and services to individuals (known as "beneficiaries") to achieve the goals of the Federal legislation that authorizes the programs.

If a unit of a state or local government is extended Federal aid and distributes such aid to another governmental entity, all of the operations of the entity which distribute the funds and all of the operations of the department or agency to which the funds are distributed are covered. Corporations, partnerships, other private organizations, or sole proprietorships are covered in their entirety if such an entity receives Federal financial assistance to it as a whole or if it is principally engaged in certain types of activities.

## Definitions

The following terms and definitions are from FTA Circular 4702.1B unless otherwise noted.

**Demand response system** – Any non-fixed route system of transporting individuals that requires advanced scheduling including services provided by public entities, non-profits, and private providers. An advance request for service is a key characteristic of demand response service. Deviated fixed route services are one type of demand response system. Dial-a-Ride services are also in this category.

**Designated recipient** – An entity designated, in accordance with the planning process under sections 5303 and 5304, by the Governor of a State, responsible local officials, and publicly owned operators of public transportation, to receive and apportion amounts under section 5336 to urbanized areas of 200,000 or more in population; or a State or regional authority, if the authority is responsible under the laws of a State for a capital project and for financing and directly providing public transportation.

**Direct recipient** – An entity that receives funding directly from FTA. For purposes of Title VI, a direct recipient is distinguished from a primary recipient in that a direct recipient does not extend financial assistance to subrecipients, whereas a primary recipient does.

**Discrimination** – Any action or inaction, whether intentional or unintentional, in any program or activity of a Federal aid recipient, subrecipient, or contractor that results in disparate treatment, disparate impact, or perpetuating the effects of prior discrimination based on race, color, or national origin.

**Disparate impact** – A facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient’s policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin.

**Disparate treatment** – Actions that result in circumstances where similarly situated persons are intentionally treated differently (i.e., less favorably) than others because of their race, color, or national origin.

**Disproportionate burden** – A neutral policy or practice that disproportionately affects low income populations more than non-low-income populations. A finding of disproportionate burden requires the recipient to evaluate alternatives and mitigate burdens where practicable.

**Environmental justice** – Executive Order 12898, “Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations,” was signed by President Clinton on February 11, 1994. Subsequent to issuance of the Executive Order, the U.S. Department of Transportation (DOT) issued a DOT Order for implementing the Executive Order on environmental justice (EJ). The DOT Order (Order 5610.2(a), “Actions to Address Environmental Justice in Minority Populations and Low-Income Populations,” 77 FR 27534, May 10, 2012) describes the process the Department and its modal administrations (including FTA) will use to incorporate EJ principles into programs, policies, and activities.

**Fixed route** – Public transportation service provided in vehicles operated along predetermined routes according to a fixed schedule.

**Federal financial assistance** – refers to: (1) grants and loans of Federal funds; (2) the grant or donation of Federal property and interests in property; (3) the detail of



Federal personnel; (4) the sale and lease of, and the permission to use (on other than a casual or transient basis), Federal property or any interest in such property without consideration or at a nominal consideration, or at a consideration which is reduced for the purpose of assisting the recipient, or in recognition of the public interest to be served by such sale or lease to the recipient; and (5) any Federal agreement, arrangement, or other contract that has as one of its purposes the provision of assistance.

**Limited English Proficient (LEP) persons** – Persons for whom English is not their primary language and who have a limited ability to read, write, speak, or understand English. It includes people who reported to the U.S. Census that they speak English less than very well, not well, or not at all.

**Low-income persons** – Persons whose median household income is at or below 200 percent of the U.S. Department of Health and Human Services (HHS) poverty guidelines.

**Low-income population** – Any readily identifiable group of low-income persons who live in geographic proximity, and, if circumstances warrant, geographically dispersed/ transient persons (such as migrant workers or Native Americans) who will be similarly affected by a proposed FTA program, policy or activity.

**Metropolitan Planning Organization (MPO)** – The policy board of an organization created and designated to carry out the metropolitan transportation planning process.

**Minority persons** – Include the following:

- American Indian and Alaska Native, which refers to people having origins in any of the original peoples of North and South America (including Central America), and who maintain tribal affiliation or community attachment.
- Asian, which refers to people having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- Black or African American, which refers to people having origins in any of the

Black racial groups of Africa.

- Hispanic or Latino, which includes persons of Cuban, Mexican, Puerto Rican, South or Central America, or other Spanish culture or origin, regardless of race.
- Native Hawaiian or Other Pacific Islander, which refers to people having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.

**Minority population** – Any readily identifiable group of minority persons who live in geographic proximity and, if circumstances warrant, geographically dispersed/transient populations (such as migrant workers or Native Americans) who will be similarly affected by a proposed Department of Transportation (DOT) program, policy, or activity.

**Minority transit route** – In conformance with FTA C4702.1B, a route that has at least one third of its total revenue mileage in a U.S. Census tract with a percentage of minority population that exceeds the percentage of minority population in the transit service area.

**National origin** – The particular nation in which a person was born, or where the person's parents or ancestors were born.

**Noncompliance** – An FTA determination that the recipient is not in compliance with the DOT Title VI regulations, and has engaged in activities that have had the purpose or effect of denying persons the benefits of, excluding from participation in, or subjecting persons to discrimination in the recipient's program or activity on the basis of race, color, or national origin.

**Non-profit organization** – A corporation or association determined by the Secretary of the Treasury to be an organization described by 26 U.S.C. 501(c) which is exempt from taxation under 26 U.S.C. 501(a) or one which has been determined under State law to be non-profit and for which the designated State agency has received documentation certifying the status of the non-profit organization.

**Predominantly minority area** – A geographic area, such as a neighborhood, Census tract, block or block group, or traffic analysis zone, where the proportion of

minority persons residing in that area exceeds the average proportion of minority persons in the recipient's service area.

**Public transportation** – Regular, continuing shared-ride surface transportation services that are open to the general public or open to a segment of the general public defined by age, disability, or low-income; and does not include Amtrak, intercity bus service, charter bus service, school bus service, sightseeing service, courtesy shuttle service for patrons of one or more specific establishments, or intra-terminal or intra-facility shuttle services. Public transportation includes buses, subways, light rail, commuter rail, monorail, passenger ferry boats, trolleys, inclined railways, people movers, and vans. Public transportation can be either fixed route or demand response service.

**Recipient** – Any public or private entity that receives Federal financial assistance from FTA, whether directly from FTA or indirectly through a primary recipient. This term includes subrecipients, direct recipients, designated recipients, and primary recipients. The term does not include any ultimate beneficiary under any such assistance program.

**Service area** – The geographic area in which a transit agency is authorized by its charter to provide service to the public. In the case of SAMTD, that area is inside the Salem-Keizer Urban Growth Boundary (UGB) for Cherriots Local, Cherriots LIFT, and Cherriots Shop and Ride service and all of Marion and Polk counties for Cherriots Regional express routes. One Cherriots commuter express route provides service between Salem and Wilsonville through an agreement with South Metro Area Regional Transit (SMART).

**Service standard / policy** – An established service performance measure or policy used by a transit provider or other recipient as a means to plan or distribute services and benefits within its service area.

**Subrecipient** – An entity that receives Federal financial assistance from FTA through a primary recipient.

**Title VI Program** – A document developed by an FTA recipient to demonstrate how the recipient is complying with Title VI requirements. Direct and primary recipients

must submit their Title VI Programs to FTA every three years. The Title VI Program must be approved by the recipient's board of directors or appropriate governing entity or official(s) responsible for policy decisions prior to submission to FTA.

**Transit equity** – SAMTD defines transit equity as policies that promote the equitable distribution of burdens and benefits, promote equal access to resources and services, and engage transit-dependent riders in meaningful planning and decision-making processes.

**Transit provider** – Any entity that operates public transportation service, and includes local, state, and regional entities, and public and private entities. This term is inclusive of direct recipients, primary recipients, designated recipients, and subrecipients that provide fixed route public transportation service.

## **Part I: General requirements**

FTA requires that all direct and primary recipients of Federal financial assistance document their compliance by submitting a Title VI Program to their FTA regional civil rights officer once every three years. The Title VI Program must be approved by the direct or primary recipient's board of directors or appropriate governing entity or official(s) responsible for policy decisions prior to submission to FTA. Attachment A contains a copy of Board Resolution #2020-01, which adopted the 2020 Title VI Program. The General Reporting Requirements section of this report contains Title VI Program components required in Chapter III of FTA circular 4702.1B. This section includes the following information:

1. Title VI Notice to the Public
2. Title VI complaint procedures
3. Title VI complaint form
4. List of Title VI investigations, complaints, and lawsuits
5. Public Participation Plan
6. Language Assistance Plan
7. Committee membership and recruitment
8. Subrecipient monitoring
9. Facilities siting and construction
10. Major service and fare change equity analyses
11. Board approval of the 2020 Title VI Program update

### **Title VI Notice to the Public**

The Title VI Civil Rights Notice to the Public is attached in Attachment B. This notice is translated into Spanish and Russian and posted in the following locations:

1. On the Cherriots website.<sup>1</sup>
2. In every Cherriots Local, Cherriots Regional, Cherriots Shop and Ride, and Cherriots LIFT bus.
3. In the Cherriots Customer Service lobby at the Salem Downtown Transit Center.

---

<sup>1</sup><https://www.cherriots.org/civilrights/>



4. In each passenger waiting shelter at the Keizer Transit Center.

## **Title VI complaint procedures**

Any person who believes that he or she, individually, or as a member of any specific class of persons, has been subjected to discrimination on the basis of race, color or national origin may file a written complaint with SAMTD to 555 Court St., NE Suite 5230, Salem, Oregon 97301. Complainants have the right to complain directly to the appropriate federal agency.

The complaint procedures, i.e., instructions to the public regarding how to file a Title VI discrimination complaint, are posted on the Cherriots website<sup>2</sup> and can be found in Attachment C.

## **Title VI complaint form**

The Title VI complaint form can also be found on the Cherriots website<sup>3</sup> and in Attachment D. This form uses simple language and large print text to communicate the requirements for filing a complaint.

## **List of Title VI investigations, complaints, and lawsuits**

There have been no Title VI investigations, complaints, or lawsuits filed with SAMTD since May 25, 2017, which is the date of approval of the 2017 version of the document.

Any such cases receive special attention by the Title VI officer and follow the procedure outlined in Attachment C.

## **Public Participation Plan**

SAMTD's public engagement process documented in Chapter 6 of the Service Guidelines constitutes the means and methods used to seek public involvement in the planning of routes uses the Public Participation Plan (PPP) of the Salem-Keizer urban area Metropolitan Planning Organization (MPO). This PPP was adopted by the Salem-Keizer Area Transportation Study (SKATS) Policy Committee on Nov. 28, 2017, and is administered by the Mid-Willamette Valley Council of Governments

---

<sup>2</sup>[https://www.cherriots.org/media/doc/Cherriots\\_Title\\_VI\\_Complaint\\_Procedure\\_2018.pdf](https://www.cherriots.org/media/doc/Cherriots_Title_VI_Complaint_Procedure_2018.pdf)

<sup>3</sup>[https://www.cherriots.org/media/doc/Cherriots\\_Title\\_VI\\_Complaint\\_Form\\_2018\\_cYJoUpf.pdf](https://www.cherriots.org/media/doc/Cherriots_Title_VI_Complaint_Form_2018_cYJoUpf.pdf)

(MWVCOG). A copy of the PPP is provided in Attachment E. One of the board members is a voting member of the SKATS Policy Committee, and since the committee only approves programs and policies with 100 percent consensus, it follows that any policy or program adopted by the SKATS Policy Committee is representative of SAMTD.

The following is a summary of SAMTD's inclusive public participation since May 2017 when SAMTD last submitted a Title VI program to FTA. The summary below includes all planning-related outreach events held from May 2017 to May 2020. It covers all fare and service changes as well as the construction projects completed during that period.

### ***Public participation highlights***

The following is a summary of SAMTD's inclusive public participation since its 2017 Title VI Program submission. The summary spans from May 2017 to May 2020. During this period SAMTD conducted outreach for:

## **2017 Needs Assessment**

In November 2017, SAMTD staff surveyed riders and non-riders to help determine transit needs. Staff created web and print versions of the survey both in English and Spanish. The survey was focused on the possibility of adding bus service on Saturdays, Sundays, later evenings, and holidays. Staff also asked riders what else they would change about Cherriots service to make it work better for them. Strategies staff employed to reach out to riders and the greater community included: email to subscribers, email to partner agencies, Facebook posts, Twitter posts, a project webpage, a feature story on the Cherriots homepage, on-board bus survey (Cherriots Local and Cherriots Regional buses), announcements at public meetings, and six tabling events in the Downtown Transit Center lobby. In total, staff collected 2,852 surveys. Of those collected, 64 percent (1,814) were submitted online and 36 percent (1,038) were collected in person. More details about the public outreach can be found in the 2017 Needs Assessment provided as Attachment F.

## **West Salem Connector replacement**

Outreach events were held to gather input from riders and non-riders at three events in West Salem. Two tabled events were held at the West Salem Transit Center and one outside the West Salem Starbucks in order to collect feedback on the proposal to replace the demand responsive Connector service with two fixed route bus routes (Routes 26 & 27).

## **OR-99E transit planning outreach – bridging cultures event**

This event is held in the City of Canby every year to bring Hispanic and non-Hispanic families and community members together. It was held on Nov. 18, 2017 at Baker Prairie Middle School in Canby. Cherriots and Canby Area Transit (CAT) partnered in this outreach event to get people to take a public survey regarding the Highway OR-99E Transit Planning Project. Cherriots and CAT were partners in this feasibility study to see if it made sense for transit to be shared along the OR-99E corridor between the two agencies.

## **A Better Cherriots outreach events**

Multiple events in February and March of 2018 were held for the public to weigh in on service changes proposed using the new Statewide Transportation Improvement Fund (STIF) formula fund. Service changes were revised using public feedback to implement extended weekday evening, Saturday, and Sunday service. This campaign was called “A Better Cherriots” and many of the service changes were implemented in September 2019. Online and paper surveys were collected (656 total) during a month of outreach.

## **OR-99E project board coordination**

On May 8, 2018, members of the board met with the Canby Area Transit Advisory Committee in order to talk about priorities and hear from the project consultant about the alternatives to consider. This was a meeting open to the public and was held at the Canby City Hall.

## **2019 fare change**

Outreach events were held in May and June of 2018 for the July 1, 2019 fare change. A public survey was held May 13 – June 10, 2018 to gain feedback on the proposed new fare structure. In-person events were held at the Customer Service lobby of

the Downtown Transit Center, Chemeketa Community College, and various high schools, senior centers, and neighborhood associations throughout Salem and Keizer.

## **Polk County Flex redesign proposal**

A survey was conducted June 1 – July 15, 2019 online and at in-person events in the three communities served by the Polk County Flex. Surveys and feedback from the city councils and staff were used to develop a final proposal, which will be implemented in 2020. Existing riders and key organizations were included as well as many non-riders.

## **Ongoing service changes**

Service changes occurring every four months require notifying passengers via the website, monitors at transit centers, via social media and email posts, and through “take-one” fliers on the buses.

## **Language Assistance Plan**

For SAMTD’s Language Assistance Plan, see Attachment G. The plan describes the process used by SAMTD for conducting a Limited English proficiency (LEP) needs assessment based on the four-factor framework in Section V of the DOT LEP Guidance. The four-factor analysis allows SAMTD to be in a better position to implement a cost-effective mix of language assistance measures and to target resources appropriately.

### ***What is analyzed in the four-factor analysis?***

1. The **number or proportion** of LEP persons eligible to be served or likely to be encountered by the program or recipient
2. The **frequency** with which LEP individuals come into contact with SAMTD’s programs
3. The **nature and importance** of the program, activity, or service provided by the program to people’s lives
4. The **resources available** to SAMTD for LEP outreach, as well as the costs associated with that outreach

### **2014-2018 American Community Survey**

Data was gathered from the U.S. Census American Community Survey (ACS) 5-Year Estimate (2014-18) for Marion and Polk counties and for the Salem Census County Division (CCD), which approximates the area inside the Salem-Keizer UGB. Since the percentages of average LEP populations for the two counties was within one or two percentage points of the Salem CCD, SAMTD will use the values for the counties as a whole. This will ensure that the Cherriots Regional and Cherriots Local services are treated equally. Table I-1 displays the numbers below.

**Table I- 1.** *Language spoken at home by ability to speak English for the population 5 years old and over for Marion and Polk counties*

	<b>Population Estimate</b>	<b>Population Percent</b>
Speaks English “very well”	353,125	90.6%
Speaks English less than “very well”	36,486	9.4%
Spanish speakers	30,311	7.8%
Russian, Polish, and Other Slavic language speakers	1,577	0.4%
Other language speakers	3,605	0.9%
Total for Marion and Polk counties	389,611	100%

**Source:** ACS 2014-18, Table C16001.

Data provided by the 2014-18 American Community Survey 5-Year Estimate above show that more than 1,000 individuals who speak English less than “very well” reside in Marion and Polk counties. The majority of these LEP persons speak Spanish, and the second highest LEP are in the “Russian, Polish, and Other Slavic language speakers” group, which primarily are Russian speakers.

The LEP safe harbor provision states that if 5 percent or 1,000 individuals are LEP and live in the transit service area, SAMTD must address these populations with additional language assistance including the publication of the Title VI Notice to the Public in those languages.

Figures I-1 and I-2 show the concentration of LEP individuals in relation to the area



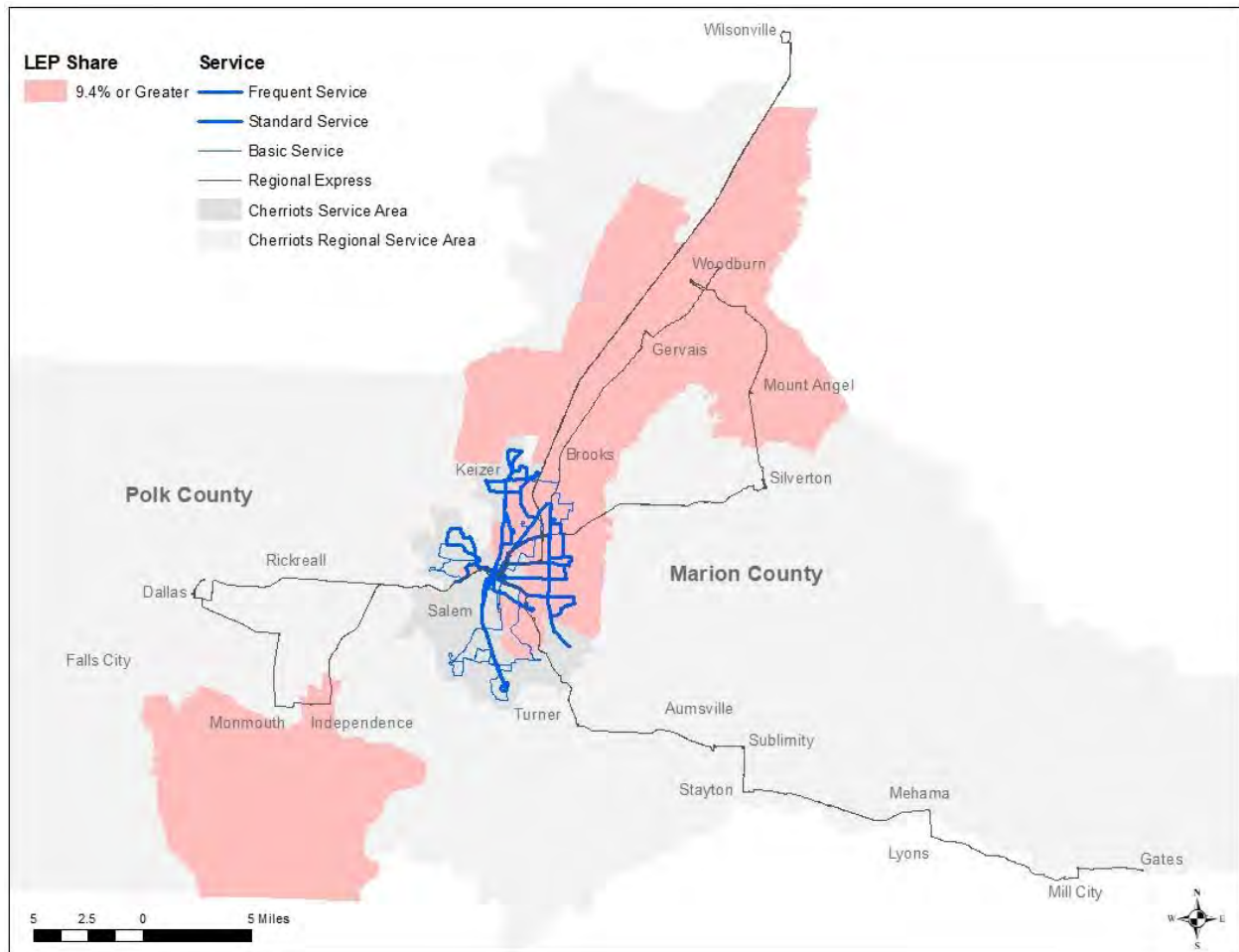
averages. Figure I-1 shows the percentage of population considered LEP by U.S. Census block group for Marion and Polk counties. Figure I-2 displays the percentage of population considered LEP by U.S. Census block group within the Salem-Keizer UGB. The average LEP population is 9.4 percent for Marion and Polk counties, together.

Following the DOT's and Department of Justice's safe harbor provision for LEP communications, SAMTD has translated its Title VI policy statement into Russian since June 2014 due to a large population of LEP Russian speakers near the city of Woodburn who speak English less than "very well," and could potentially use Cherriots Regional buses. The Title VI Notice to the Public is posted in all three languages in all Cherriots Local, Cherriots Regional, Cherriots Shop and Ride, and Cherriots LIFT vehicles.

The safe harbor provision stipulates that, "if a recipient provides written translation of vital documents for each eligible LEP language group that constitutes five (5) percent or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered, then such action will be considered strong evidence of compliance with the recipient's written translation obligations." The Spanish-speaking LEP group is the largest with approximately 30,000 people, and the Russian-speaking LEP group is the second largest at around 1,500 people. Other languages make up about 3,600 people who are considered LEP, but the individual languages do not meet the safe harbor threshold.

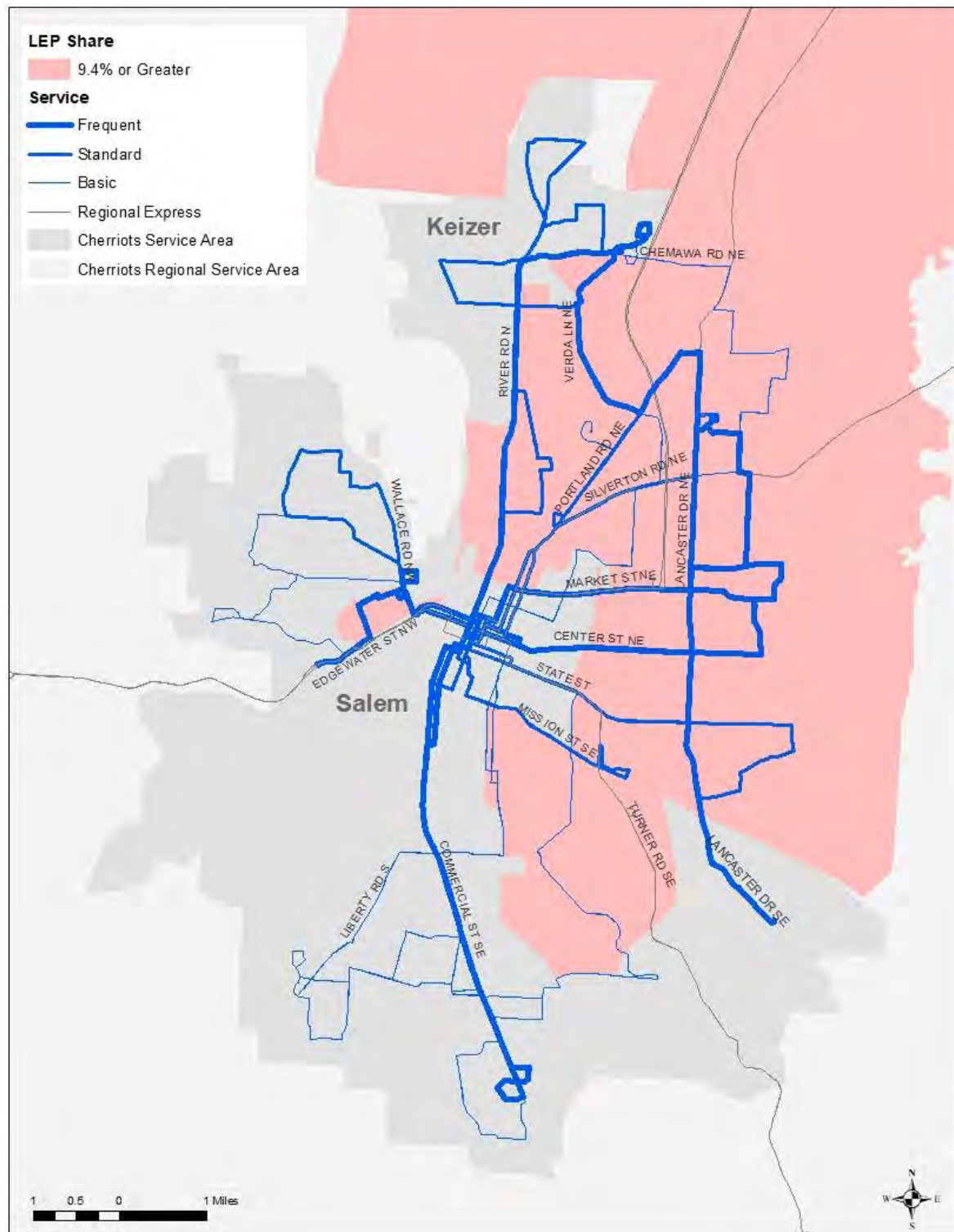
While specific areas within the Salem-Keizer area have higher residential concentrations of LEP populations, the use of the transit system by LEP populations is not limited to the locations of their homes. Employment, medical services, government offices, and shopping opportunities are widespread throughout the community. Based on this information SAMTD has elected to apply assistance to LEP populations with geographic equity.

**Figure I- 1.** Census tracts in Marion and Polk counties with greater than average Limited English Proficiency (LEP) populations



**Source:** ACS 2014-18, Table C16001.

**Figure I- 2.** Census tracts near the Salem-Keizer UGB with greater than average Limited English Proficiency (LEP)



**Source:** ACS 2014-18, Table C16001

## Committee membership and recruitment

The board approved a formal policy to encourage minority participation on its non-elected committees at its Board Meeting on May 22, 2014. Table I-2 below details the existing racial breakdown of the members of these two committees:

**Table I- 2.** Race and ethnicity of members of non-elected committees

Race and Ethnicity	Marion and Polk Counties Population		Special Transportation Fund Advisory Committee		Budget Committee		Statewide Transportation Improvement Fund Advisory Committee		Citizens Advisory Committee	
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
White*	290,545	67.2%	7	87%	7	87%	7	87%	10	91%
Hispanic	105,952	24.5%	0	0%	1	13%	1	13%	1	9%
Asian*	8,801	2.0%	0	0%	0	0%	0	0%	0	0%
Black*	4,460	1.0%	1	13%	0	0%	0	0%	0	0%
Native Hawaiian and Pacific Islander*	3,766	0.9%	0	0%	0	0%	0	0%	0	0%
American Indian and Alaskan Native*	4,353	1.0%	0	0%	0	0%	0	0%	0	0%
Other*	14,225	3.3%	0	0%	0	0%	0	0%	0	0%
<b>All</b>	<b>432,102</b>	<b>100%</b>	<b>8</b>	<b>100%</b>	<b>8</b>	<b>100%</b>	<b>8</b>	<b>100%</b>	<b>11</b>	<b>100%</b>

*Source:* ACS 2018 1-Year Estimate, Table C03002. \*Excludes Hispanic Population

The population of the SAMTD service area averages 31.8 percent minority according

to the U.S. Census American Community Survey 5-year estimate (2014-2018). SAMTD has a goal over the next three years to increase participation on the non-elected committees to match or exceed this demographic average.

## **Subrecipient monitoring**

SAMTD is the primary recipient for Federal Section 5310 dollars for the Salem-Keizer UGB and is the State Special Transportation Fund (STF) agency for Marion and Polk counties. Currently, SAMTD has entered into agreements with two non-profit organizations to award them STF and 5310 grant dollars. SAMTD also has agreements with two cities in Marion County to provide public transportation services. The STF and 5310 grant funds are pass-through funds from the Oregon Department of Transportation (ODOT). SAMTD also receives 5310 funds directly from the FTA, and currently has one external subrecipient for those grant funds.

As shown in Attachment H, Policy #710 outlines the policy for subrecipient monitoring in regards to Title VI issues. Subrecipients must submit their Title VI programs to SAMTD once every three years or whenever changes or amendments are added. SAMTD staff will perform an annual inspection of subrecipients' complaint records and shall be notified if any lawsuit is filed against the subrecipient that relates to discrimination based on race, color, or national origin. The annual inspection may include a site visit and an inspection of the subrecipient's vehicles, operations centers, Customer Service areas, etc.

The two non-profit organizations receiving STF and 5310 pass-through grant funds are Legacy Silverton Medical Center and Salem Health Foundation (West Valley Hospital). The two cities are the City of Woodburn and the City of Silverton. None of the current subrecipients have had any Title VI lawsuits or complaints related to transportation-related services since the date of the last Title VI Program submittal (May 2017). Legacy Silverton Medical Center and West Valley Hospital have dedicated staff who administer their civil rights and non-discrimination policies. Due to the fact that they are hospitals which accept Federal funds for their daily operations, they must be able to serve anyone and do not discriminate based on race, color, or national origin, including LEP persons. Copies of the subrecipient Title VI documents detailing their program policies can be found in Attachment I.

## Facilities siting and construction

No new major facilities were constructed since June 2017 by SAMTD. However, one facility is in the planning stages.

### *South Salem Transit Center*

The project consists of the construction of a transit center in the south of Salem. Although a preliminary design was developed, the project hinged on an agreement with a private property owner which never fully agreed to the project before the project funding was cancelled due to a grant time constraint. At this point in time, SAMTD is in the process of procuring the services of a consulting firm to develop new alternatives for the site and will include a Title VI equity analysis and/or an environmental justice analysis to ensure an equitable decision for the site.

## Major service change and fare change equity analyses

SAMTD considers possible equity impacts in developing potential service and fare changes, and evaluates proposals for major service changes and any fare changes for potential adverse effects, disparate impacts, and/or disproportionate burdens.

Since the time of the last Title VI Program submittal SAMTD has implemented several improvements to service and one change to fares. The four reports noted below cover the equity analyses of all major service changes and fare changes implemented since June 2017, and are provided as Attachments J & K, along with corresponding documentation of the board's consideration, awareness, and approval of each.

- **Phase I “A Better Cherriots” Title VI equity analysis**
  - Board approval at the May 24, 2018 Board Meeting
- **2019 fare change public engagement and equity analysis**
  - Board approval at the January 24, 2019 Board Meeting

## **Board approval of the 2020 Title VI Program update**

The board approved the 2020 Title VI Program at the May 28, 2020 Board Meeting by adoption of Board Resolution #2020-01. A copy of the signed resolution is included as Attachment A.

## **Part II: Title VI policies**

This section provides the following policies, as approved by the SAMTD General Manager.

- **Service change policies**
  - Major Service Changes Policy
  - Disparate Impact for Service Changes Policy
  - Disproportionate Burden for Service Changes Policy
- **Fare change policies**
  - Fare Change Policy
  - Disparate Impact for Fare Changes Policy
  - Disproportionate Burden for Fare Changes Policy

Each officially adopted policy is presented in Attachment L.

### **Major Service Change Policy**

The purpose of this policy is to establish the definition of a major service change that has a potential disparate impact on minority populations or a potential disproportionate burden on low-income people.

All changes in service which are considered a major service change are subject to a Title VI equity analysis prior to board approval of the service change.

### **Major service change definition**

SAMTD defines a major service change as:

1. Either a reduction or an expansion in service of:
  - a. 15 percent or more of the number of transit route miles based on the miles of an average round-trip of the route (this includes routing changes where route miles are neither increased nor reduced (i.e., re-routes)), or;



- b. 15 percent or more of a route's frequency of the service (defined as the average hourly frequency throughout one service day for Cherriots Local routes and as daily round trips for Cherriots Regional express routes) on a daily basis for the day of the week for which a change is made or;
  - c. 15 percent in the span (hours) of a route's revenue service (defined as the time between the first served stop of the day and the last stop), on a daily basis for the day of the week for which a change is made;
- 2. A transit route split where either of the new routes meet any of the above thresholds when compared to the corresponding piece of the former route.
- 3. A new transit route is established.

A major service change occurs whether the above thresholds are met:

- 1. Within a single service proposal, or;
- 2. Due to a cumulative effect of routing, frequency, or span changes over the year prior to the analysis.

### ***Public hearing requirements***

SAMTD shall hold a public hearing when any major service change proposed that results in a decrease in service. Notice must be published in a general circulation newspaper. In addition, notice will be placed in newspapers, publications, or websites that are oriented to specific groups or neighborhoods that may be affected by the proposed service change. The notice must be published at least 30 days prior to the hearing. The notice must contain a description of the proposed service reduction, and the date, time, and place of the hearing.

### ***Exemptions***

The following service changes are exempt:

1. Standard seasonal variations in service are not considered major service changes.
2. In an emergency situation, a service change may be implemented immediately without disparate impact or disproportionate burden analyses being completed. These analyses will be completed if the emergency change is to be in effect for more than twelve months and if the change(s) meet the definition of a major service change. Examples of emergency service changes include but are not limited to those made because of the collapse of a bridge over which bus routes cross, major road or rail construction, or inadequate supplies of fuel.
3. Experimental service changes may be implemented by SAMTD for twelve months or less in order to test certain markets, new modes of transit service, etc.

## Disparate Impact for Service Changes Policy

The Disparate Impact for Service Changes Policy establishes a threshold for determining whether a given action has a potential disparate impact on minority populations.

In the course of performing a Title VI equity analysis for possible disparate impact, SAMTD will analyze how the proposed major service change could impact minority populations, as compared to non-minority populations.

***Disparate impact*** refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient's policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin...

In the event the proposed action has an adverse impact that affects minority populations more than non-minority populations at a level that exceeds the

thresholds established in the adopted Disparate Impact for Service Changes Policy, or that restricts the benefits of the service change to protected populations, the finding would be considered as a potential disparate impact. Given a potential disparate impact, SAMTD will evaluate whether there is an alternative that would serve the same objectives and with a more equitable impact. Otherwise, SAMTD will take measures to minimize or mitigate the adverse impact of the proposed action.

***From the Title VI Circular***

*The [Disparate Impact] Policy shall establish a threshold for determining when adverse effects of fare/service changes are borne disproportionately by minority populations. The Disparate Impact threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by minority populations compared to impacts borne by non-minority populations. The Disparate Impact threshold must be applied uniformly... and cannot be altered until the next Title VI Program submission.*

The Disparate Impact for Service Changes Policy defines measures for determination of potential disparate impact on minority populations resulting from major service changes. The policy is applied to both adverse effects and benefits of major service changes.

***Adverse effects analysis***

Adverse effects of major service changes are defined as:

1. A decrease in the level of transit service (hours, days, and/or frequency); and/or
2. Decreased access to comparable transit service, which is defined as an increase of the access distance to beyond:
  - a. One quarter mile for bus stops served by less than four buses per hour during peak times, or;

- b. One half mile for bus stops served by four or more buses per hour during peak times, as well as for all Cherriots Regional express service.

### ***Disparate impact analysis***

The determination of disparate impact associated with service changes is defined separately for impacts of changes on individual route, and for system-level impacts of changes on more than one route, as well as for both service reductions and service improvements:

1. In the event of potential adverse effects resulting from service reductions:
  - a. A major service change to a single route will be considered to have a potential disparate impact if the percentage of impacted minority population in the service area of the route exceeds the percentage of minority population of Marion and Polk counties by at least 5 percentage points (e.g., 36 percent compared to 31 percent).
  - b. To determine the systemwide impacts of major service change reductions on more than one route, the percentage of Marion and Polk counties' minority population that is impacted is compared to the percentage of Marion and Polk counties' non-minority population that is impacted. If the percentage of the minority population impacted is at least 20 percent greater than the percentage of the non-minority population impacted (e.g., 12 percent compared to 10 percent), the overall impact of changes will be considered disparate.
2. In the event of service improvements:
  - a. A major service change to a single route will be considered to have a potential disparate impact if:
    - i. The improvement is linked to other service changes that have disproportionate and adverse effects on minority populations, or;

- ii. The percentage of impacted minority population in the service area of the route is less than the percentage of minority population of Marion and Polk counties by at least 5 percentage points (e.g., 26 percent compared to 31 percent).
- b. To determine the system-wide impacts of major service change improvements on more than one route, the percentage of Marion and Polk counties' minority population that is impacted is compared to the percentage of Marion and Polk counties' non-minority population that is impacted. If the percentage of the minority population impacted is at least 20 percent less than the percentage of the non-minority population impacted (e.g., 8 percent compared to 10 percent), the overall impact of the changes will be considered disparate.

***Avoid, minimize, mitigate, or justify***

Upon determination of a disparate impact, SAMTD will either:

- a. Alter the service proposal to avoid, minimize, or mitigate potential disparate impacts, or;
- b. Provide a substantial legitimate justification for keeping the proposal as-is, and show that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish the project or program goals.

## Disproportionate Burden for Service Changes Policy

The Disproportionate Burden for Service Changes Policy establishes a threshold for determining whether a given action has a potential disproportionate burden on low-income populations.

In the course of performing a Title VI equity analysis for possible disproportionate burden, SAMTD will analyze how the proposed major service change could impact low-income populations, as compared to non-low-income populations.

### ***From the Title VI Circular***

*The [Disproportionate Burden] Policy shall establish a threshold for determining when adverse effects of fare/ service changes are borne disproportionately by low-income populations. The disproportionate burden threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by low-income populations as compared to impacts born by non-low-income populations. The disproportionate burden threshold must be applied uniformly... and cannot be altered until the next [Title VI] program submission....*

In the event the proposed action has an adverse impact that affects low-income populations more than non-low-income populations at a level that exceeds the thresholds established in the adopted Disproportionate Burden for Service Changes Policy, or that restricts the benefits of the service change to protected populations, the finding would be considered as a potential disproportionate burden. Given a potential disproportionate burden, SAMTD will evaluate whether there is an alternative that would serve the same objectives and with a more equitable impact. Otherwise, SAMTD will take measures to minimize or mitigate the adverse impact of the proposed action.

The Disproportionate Burden for Service Changes Policy defines measures for determination of potential disproportionate burden on low-income populations resulting from major service changes. The policy is applied to both adverse effects

and benefits of major service changes.

### ***Adverse effects analysis***

Adverse effects of service changes are defined as:

1. A decrease in the level of transit service (hours, days, and/or frequency);  
and/or
2. Decreased access to comparable transit service, which is defined as an increase of the access distance to beyond:
  - a. One quarter mile for bus stops served by less than four buses per hour during peak times, or;
  - b. One half mile for bus stops served by four or more buses per hours during peak times, as well as for all Cherriots Regional express service.

### ***Disproportionate burden analysis***

The determination of disproportionate burden associated with service changes is defined separately for impacts of changes on individual route, and for system-level impacts of changes on more than one route, as well as for both service reductions and service improvements:

1. In the event of potential adverse effects resulting from service reductions:
  - a. A major service change to a *single route* will be considered to have a potential disproportionate burden if the percentage of impacted low-income population in the service area of the route exceeds the percentage of low-income population of Marion and Polk counties by at least 5 percentage points (e.g., 36 percent compared to 31 percent).
  - b. To determine the *systemwide* impacts of major service change reductions on more than one route, the percentage of Marion and Polk counties' low-income population that is impacted is compared to

the percentage of Marion and Polk counties' non-low-income population that is impacted. If the percentage of the low-income population impacted is at least 20 percent greater than the percentage of the non-low-income population impacted (e.g., 12 percent compared to 10 percent), the overall impact of changes (burden) will be considered disproportionate.

2. In the event of service improvements:

- a. A major service change to a *single route* will be considered to have a potential disproportionate burden if:
  - i. The improvement is linked to other service changes that have disproportionate and adverse effects on low-income populations, or;
  - ii. The percentage of impacted low-income population in the service area of the route is less than the percentage of low-income population of Marion and Polk counties by at least 5 percentage points (e.g., 26 percent compared to 31 percent).
- b. To determine the *systemwide* impacts of major service change improvements on more than one route, the percentage of Marion and Polk counties' low-income population that is impacted is compared to the percentage of Marion and Polk counties' non-low-income population that is impacted. If the percentage of the low-income population impacted is at least 20 percent less than the percentage of the non-low-income population impacted (e.g., 8 percent compared to 10 percent), the overall impact of changes (burdens) will be considered disproportionate.



### ***Avoid, minimize, mitigate, or justify***

Upon determination of disproportionate burden, SAMTD will either:

- a. Alter the service proposal to avoid, minimize, or mitigate potential disproportionate burdens, or;
- b. Provide a substantial legitimate justification for keeping the proposal as-is, and show that there are no alternatives that would have a less disproportionate burden on low-income riders but would still accomplish the project or program goals.

## **Fare Changes Policy**

The purpose of this policy is to establish the definition of a fare change that has a potential disparate impact on minority populations or a potential disproportionate burden on low-income people.

All fare changes are subject to a Title VI equity analysis prior to board approval of the service change. A Title VI equity analysis will be completed for all fare changes and will be presented to the board for its consideration and included in the subsequent SAMTD Title VI Program report with a record of action taken by the board.

### ***Fare change definition***

A fare change is any increase or decrease in transit passenger fares. An increase is made when there is an increase in any cash fare or in the cost of any passes, tickets, transfers, or other means by which transit riders pay for their trips. A fare decrease is defined when the price of any of the above fare options is lowered.

### ***Public hearing requirements***

SAMTD shall hold a public hearing when a fare decrease is proposed. Notice must be published in a general circulation newspaper. In addition, notice will be placed in newspapers, publications, or websites that are oriented to specific groups or neighborhoods that may be affected by the proposed fare change. The notice must be published at least 30 days prior to the hearing. The notice must contain a

description of the proposed fare change, and the date, time, and place of the hearing.

### **Exemptions**

The following fare changes are exempt:

1. “Spare the air days” or other instances SAMTD has declared that all passengers ride free.
2. Temporary fare reductions that are mitigating measures for other actions. For example, construction activities may close a segment of a transit center for a period of time and require passengers to alter their travel patterns. A reduced fare for these impacted passengers is a mitigating measure and does not require a fare equity analysis.
3. Experimental fare changes may be implemented by SAMTD for six months or less in order to test certain markets, new modes of transit service, etc.

### **Disparate Impacts for Fare Changes Policy**

The Disparate Impact for Fare Changes Policy establishes a threshold for determining whether a change in fares has a potential disparate impact on minority populations.

In the course of performing a Title VI equity analysis for possible disparate impact, SAMTD will analyze how the proposed fare change could impact minority populations, as compared to non-minority populations.

**Disparate impact** refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient’s policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin...

In the event the proposed action has an adverse impact that affects minority populations more than non-minority populations at a level that exceeds the thresholds established in the adopted disparate impact policy, or that restricts the benefits of the service change to protected populations, the finding would be considered as a potential disparate impact. Given a potential disparate impact, SAMTD will evaluate whether there is an alternative that would serve the same objectives and with a more equitable impact. Otherwise, SAMTD will take measures to minimize or mitigate the adverse impact of the proposed action.

***From the Title VI Circular***

*The [Disparate Impact] Policy shall establish a threshold for determining when adverse effects of fare/service changes are borne disproportionately by minority populations. The disparate impact threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by minority populations compared to impacts borne by non-minority populations. The disparate impact threshold must be applied uniformly... and cannot be altered until the next Title VI Program submission.*

The Disparate Impact for Fare Changes Policy defines measures for determination of potential disparate impact on minority populations resulting from any changes in fares.

***Adverse effects and disparate impact analysis***

For fare changes, a potential disparate impact is noted when the percentage of trips by minority riders using a fare option, in combination with the percentage price change for that option, has an impact that exceeds the comparable impact on non-minority riders. Differences in the use of fare options between minority populations and other populations include all such differences that are documented as statistically significant at the 95 percent confidence level.

***Avoid, minimize, mitigate, or justify***

Upon determination of a disparate impact, SAMTD will either:

- a. Alter the service proposal to avoid, minimize, or mitigate potential disparate impacts, or;
- b. Provide a substantial legitimate justification for keeping the proposal as-is, and show that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish the project or program goals.

## Disproportionate Burden for Fare Changes Policy

The Disproportionate Burden for Fare Change Policy establishes a threshold for determining whether a change in fares has a potential disproportionate burden on low-income populations.

In the course of performing a Title VI equity analysis for possible disproportionate burden, SAMTD will analyze how the proposed fare change could impact low-income populations, as compared to non-low-income populations.

### ***From the Title VI Circular***

*The [Disproportionate Burden] Policy shall establish a threshold for determining when adverse effects of fare/ service changes are borne disproportionately by low-income populations. The disproportionate burden threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by low-income populations as compared to impacts born by non-low-income populations. The disproportionate burden threshold must be applied uniformly... and cannot be altered until the next [Title VI] program submission....*

In the event the proposed action has an adverse impact that affects low-income populations more than non-low-income populations at a level that exceeds the thresholds established in the adopted Disproportionate Burden for Fare Changes Policy, or that restricts the benefits of the fare change to protected populations, the finding would be considered as a potential disproportionate burden. Given a potential disproportionate burden, SAMTD will evaluate whether there is an

alternative that would serve the same objectives and with a more equitable impact. Otherwise, SAMTD will take measures to minimize or mitigate the adverse impact of the proposed action.

The Disproportionate Burden for Fare Changes Policy defines measures for determination of potential disproportionate burden on low-income populations resulting from any changes in fares.

### ***Adverse effects and disproportionate burden analysis***

For fare changes, a potential disproportionate burden is noted when the percentage of trips by low-income riders using a fare option, in combination with the percentage price change for that option, has an impact that exceeds the comparable impact on non-low-income riders.

Differences in the use of fare options between low-income populations and other populations include all such differences that are documented as statistically significant at the 95 percent confidence level.

### ***Avoid, minimize, mitigate, or justify***

Upon determination of disproportionate burden, SAMTD will either:

- a. Alter the service proposal to avoid, minimize, or mitigate potential disproportionate burdens, or;
- b. Provide a substantial legitimate justification for keeping the proposal as-is, and show that there are no alternatives that would have a less disproportionate burden on low-income riders but would still accomplish the project or program goals.

## **Public outreach to establish Title VI policies**

SAMTD staff engaged two groups representing minority and low-income populations in Marion and Polk counties in order to determine the appropriate thresholds that define a major service change and the definition of “low-income” populations.

### ***Special Transportation Fund Advisory Committee (STFAC)***

The first of the two groups consulted was the boards' Special Transportation Fund Advisory Committee (STFAC), which makes recommendations on funding and coordination of public transportation services for seniors and people with disabilities. Many of the clients the members represent are low-income individuals who rely on public transportation on a daily basis. Twelve people were present at the meeting held on April 4, 2017.

### ***City of Salem Human Rights and Relations Advisory Commission (HRRAC)***

The second group staff presented the thresholds to was the City of Salem Human Rights and Relations Advisory Commission (HRRAC). This group represents people of all races, national origins, sexual orientation, and other human rights categories.<sup>4</sup>

### ***Results of discussions***

Staff presented on the proposed Title VI equity analysis thresholds and asked a few questions to each group in order to gain feedback on the thresholds. Sixteen people were present at the meeting held on April 4, 2017.

For major service changes, both groups preferred a lower threshold than the previous rate of 25 percent. Using their feedback as a guide, staff determined that a 15 percent threshold would be more appropriate for the region.

Both groups believed the disparate impact analysis and the disproportionate burden analysis thresholds of 7 or 8 percentage points should be lowered as much as possible. Staff determined that a level of 5 percentage point difference between minority and non-minority populations would be more appropriate for the current networks operated by SAMTD.

Additionally, both groups agreed staff's proposal of changing the definition of "low-income population" from those earning 100 percent of the Federal Poverty Level (FPL) or less to those earning 150 percent of FPL or less may not be going far

---

<sup>4</sup> The City of Keizer does not have an equivalent commission or similar group to consult for Title VI-related subjects.

enough. Some suggested the threshold should be 185 percent of FPL or less to align with the Supplemental Nutrition Assistance Program (SNAP) definitions. Staff followed up with more research on how other transit agencies define “low-income populations” and determined most use 100 percent of FPL. Also, staff analyzed which block groups would be considered “low income” versus “higher income” given the three possible thresholds, and found little difference in how block groups would be categorized. As a result, staff decided to maintain our proposed threshold of 150 percent FPL or less.

The SAMTD Statewide Transportation Improvement Fund Advisory Committee (STIFAC) recommended that SAMTD use 200 percent FPL to define low-income status when developing the service plans for any service enhancements that result from the new State of Oregon STIF funding, which altered service beginning in September 2019. In response, Policy #709 “Disproportionate Burden for Service Changes,” was revised to define low-income populations as those households making 200 percent or less of FPL each year.

## **Part III: Systemwide service standards and policies**

In 2011, the board approved a strategic plan with the following values:

- Safety
- Service Excellence
- Communication
- Innovation
- Accountability

These values are always used when considering service changes and are incorporated into each year's annual service planning process. Beyond these priority considerations, SAMTD has also established standards and policies as set forward in FTA Circular 4702.1B covering:

### **Standards:**

- Service availability
- Service frequency
- On-time performance
- Vehicle loads

### **Policies:**

- Amenity placement
- Vehicle assignment

These standards and policies assist in guiding the development and delivery of service in support of SAMTD's mission to connect people with places through safe, friendly, and reliable public transportation services. They also provide benchmarks to ensure that service design and operations practices do not result in discrimination on the basis of race, color, or national origin. They establish a basis for monitoring and analysis of service delivery, availability, and the distribution of amenities and vehicles to determine whether or not any disparate impacts or disproportionate burdens are evident.



## **Service availability**

In the urban area, 75 percent of revenue hours will be deployed with a focus on increasing ridership, predominantly on high demand corridors. This service will include 15-minute frequency routes, commuter/tripper routes, and limited 30-minute frequency routes which are expected to provide overall high ridership. The remaining 25 percent of urban revenue hours will be allocated to service which provides needed coverage throughout the community without consideration for expected boardings per revenue hour. This service will predominantly include 60-minute and 30-minute frequency routes. An entire route or individual segments of a route may be classified as either ridership or coverage focused.

90 percent of the residents within the Salem-Keizer UGB should have transit service along a major arterial, minor arterial, or collector serving their residential area; in areas where service can't come within one-half mile of the residential area, a park and ride lot should be available on the route closest to the unserved area.

## **Service frequency**

### ***Service day periods***

Distinct route structures and frequencies may be provided during different time periods of the service day. Where possible, route structures should remain consistent between time periods to promote usability and clarity. The service day may contain three separate periods of time:

1. Daytime service - 5 a.m. - 7 p.m.
2. Evening service - 7 p.m. - 11 p.m.
3. Night service - 11 p.m. - 5 a.m.

### ***Service day types***

Distinct route structures and frequencies may be provided during different types of service days. Where possible, route structures should remain consistent to promote usability and clarity. The three types of service days may include: Weekday, Saturday, or Sunday service.

### ***Consistent frequency***

Transit service will be deployed where it will provide the greatest use to the most people for access to the most activities and jobs. As one of the strongest drivers for high ridership, where possible and practical, route frequency should remain consistent throughout the service day period.

### ***Route types***

SAMTD will maintain four types of routes, generally aligned with the frequency of service provided:

1. **Frequent** - 15-minute frequency routes provide reliable, frequent service along corridors. Routes with 15-minute frequency should be deployed with an expectation of relatively high ridership, above 25 boardings per revenue hour.
2. **Standard** - 30-minute frequency routes provide reliable connectivity to transit centers or to 15-minute frequency routes. Routes with 30-minute frequency should be deployed with an expectation of moderately high ridership, above 20 boardings per revenue hour.
3. **Basic** - Often referred to as “coverage service”, 60-minute frequency routes provide service coverage over large areas and provide critical life-line connectivity to many sections of the community. Routes with 60-minute frequency should be deployed with an expectation of moderate ridership, above 10 boardings per revenue hour.
4. **Commuter/Tripper** - Commuter and tripper routes provide connectivity to a specific, remote location or provide service at particular times when significant travel demand is expected. Commuter/Tripper routes typically have few trips throughout the day. Commuter/Tripper routes should be deployed with an expectation of moderately high ridership, above 20 boardings per revenue hour.

## On-time performance

90 percent of buses will arrive no later than four minutes after their scheduled end-of-trip arrival time. 100 percent of buses will not depart before their scheduled start-of-trip departure time. 90 percent of buses will depart within four minutes of their scheduled start-of-trip departure time.

The number of missed trips will be less than 0.5 percent of total scheduled trips. Road calls will occur less frequently than every 4,000 vehicle miles.

## Vehicle loads

SAMTD will assign a sufficient sized vehicle, or frequency of vehicles, to routes in a manner that will minimize overcrowding of buses through all portions of the SAMTD service area.

Additional service will be considered when load levels routinely exceed 1.5 times the seated capacity of the vehicle for Cherriots Local routes and 1.0 times the seated capacity for Cherriots Regional express routes. Additional service will be considered when customers must routinely stand longer than 20 minutes on an individual trip.

**Table III- 1.** Vehicle capacities and maximum load factors

Vehicle Type	Passenger Capacities			
	Seated	Standing	Maximum Capacity	Maximum Load Factor
35-ft high floor	33	0	33	1.0
35-ft. low floor	31	15	46	1.5
40-ft. low floor	38	19	57	1.5
40-ft. commuter	33	0	33	1.0

Transit operators are required to radio dispatch if they have a full load and must

pass up anyone. SAMTD considers a full bus to have a load factor of 1.5 for Cherriots Local routes, and 1.0 for Cherriots Regional express routes and any local commuter express routes (currently, just Route 1X). This load standard does not apply to special event service or shuttles.

## **Amenity placement**

To the extent permitted by the topography and physical conditions on a route, transit amenities such as bus shelters, stop frequency, park and ride lots and facilities, and information displays will be equally distributed among all of the transit routes and across all areas of the SAMTD service area.

Bus stops shall be between 0.2 and 0.25 miles apart on all routes, to the extent allowed by physical circumstances; shelters shall be placed at stops based on the number of boardings, with a goal of placing shelters at all stops in the system that serve 20 or more riders per day or more than eight riders at one time (recognizing that some stops have physical or legal limitations that will not allow shelter placement).

## **Vehicle assignment**

To the extent permitted by physical conditions and certain specific operating conditions on the routes, vehicles will be assigned randomly to routes for the purpose of equitably balancing the age, amenities, and condition of the vehicles amongst all riders in the SAMTD service area.

Each bid period, SAMTD will develop an assignment of buses that rotates all vehicles, regardless of age or amenities, between routes.

SAMTD uses two criteria for placing buses on routes, mileage of the buses and ridership of a given route. In order to maintain approximately equal odometer readings on all of the vehicles based on their ages, the vehicles are placed in high or low mileage routes accordingly.

In addition, SAMTD operates two commuter type buses for its 1X local commuter express service between Salem and Wilsonville. These buses have commuter style

seats and luggage racks. Ridership demand dictates the size of the bus to be used. Age, type of the bus, and other factors are not relevant to the assignment of these vehicles.

Additional criteria may influence vehicle assignment from time to time, such as rotation required by SAMTD's advertising contract or other service provision contracts.

## **Part IV: Service monitoring**

Part of SAMTD's compliance with FTA Circular 4702.1B is ongoing service monitoring. This monitoring is meant to ensure that SAMTD is providing service in a way that does not discriminate on the basis of race, color, or national origin.

Specifically SAMTD monitors the following service and performance metrics:

1. Minority and non-minority routes
2. Service availability
3. Service frequency and span
4. On-time performance
5. Vehicle loads
6. Stop amenities
7. Vehicle assignment

### **Minority and non-minority routes**

"Minority" routes, as defined by the FTA, are routes that provide at least one third of their service (measured by revenue hours) in block groups that are above-average minority population. For Cherriots Regional and local commuter express routes, SAMTD defines minority routes as those providing bus stops in block groups that are above-average minority population. "Non-minority" routes are all others.

Currently SAMTD operates a total of 27 fixed routes. Of these, 17 routes are considered minority routes. The remaining 10 routes are considered non-minority routes. As of January 2020, minority routes accounted for 77.1 percent of SAMTD system service on weekdays (measured by revenue hours), and slightly less, at 76.8 percent, of the SAMTD system on Saturdays. SAMTD generally aligns service with mobility needs and ridership, thus routes serving areas with above average minority populations typically have higher ridership and therefore a higher overall level of service than non-minority routes.

## Service availability

SAMTD considers persons residing within one-half mile of bus stops as having service available. Service availability is expressed as a number and percentage of the population of Marion and Polk counties.

**Table IV- 1.** Availability of service

	Marion and Polk Counties	Number and Percentage within One-half Mile Walk of Bus	
<i>Minorities</i>	132,296	123,343	93.2%
<i>Non-Minorities</i>	284,684	248,689	87.4%
<i>All</i>	416,980	372,032	89.2%

## Findings

The percent of minority population with service available exceeds that of the non-minority population, 93 percent compared to 87 percent. Thus, there are no disparate impacts to the minority population in regard to availability of service.

## Service frequency and span

The analysis of service frequency and span is by type of service. Tables IV-2 through IV-6 present the frequency and span for each route on weekdays and Saturdays comparing each type of service (Cherriots Local, Cherriots Local commuter express, and Cherriots Regional express) individually. Tables IV-7 through IV-11 compare the frequency and span of service between minority routes and non-minority routes by day of the week and type of service. The following definition is used for time bands in these tables:

1. AM (start of service until 8:59 a.m.)
2. Mid-day (9:00 a.m. until 1:59 p.m.)
3. PM (2:00 p.m. until 6:59 p.m.)
4. Evening (7:00 p.m. until end of service)

**Table IV- 2.** Weekday headways and span of service of Cherriots Local routes (minority routes shown in bold with shaded backgrounds)

Route	Route Name	Average Headways				Service Start	Service End	Span (Hrs)
		AM	Mid	PM	Eve			
<b>2</b>	Market / Brown	16.7	15	15	42.9	5:55 AM	11:22 PM	17.45
<b>3</b>	Portland Road	30	30	30	42.9	6:01 AM	11:27 PM	17.43
<b>4</b>	State Street	30	30	30	42.9	5:35 AM	11:28 PM	17.88
<b>5</b>	Center Street	16.4	15	15	42.9	5:52 AM	11:21 PM	17.48
<b>6</b>	Fairview Industrial	60	60	60	60	5:30 AM	9:40 PM	16.17
<b>7</b>	Mission Street	30	30	30	30	5:44 AM	11:14 PM	17.50
8	12th / Liberty via Red Leaf	60	60	60	60	5:41 AM	11:34 PM	17.88
<b>9</b>	Cherry / River Road	30	30	30	30	5:40 AM	9:35 PM	15.92
<b>11</b>	Lancaster / Verda	16.4	15	15	30	5:53 AM	11:50 PM	17.95
<b>12</b>	Hayesville Drive	60	60	60	60	6:30 AM	9:17 PM	14.78
<b>13</b>	Silverton Road	30	30	30	40	5:34 AM	10:47 PM	17.22
<b>14</b>	Windsor Island Road	30	30	30	30	6:00 AM	9:22 PM	15.37
16	Wallace Road	60	60	60	60	5:25 AM	9:54 PM	16.48
<b>17</b>	Edgewater Street	15	15	15	42.9	5:33 AM	11:17 PM	17.73
18	12th / Liberty via Lone Oak	60	60	60	60	6:10 AM	11:06 PM	16.93
<b>19</b>	Broadway / River Road	16.7	15	15	42.9	5:54 AM	11:19 PM	17.42
21	South Commercial	16.7	15	15	42.9	5:57 AM	11:22 PM	17.42
22	Library Loop	30	30	30	30	5:53 AM	9:05 PM	15.20
<b>23</b>	Lansing / Hawthorne	60	60	60	60	6:25 AM	9:20 PM	14.92
26	Glen Creek / Orchard Hts.	60	60	60	60	6:00 AM	9:03 PM	15.05
27	Glen Creek / Eola	60	60	60	60	5:30 AM	9:37 PM	16.12

**Table IV- 3.** Weekday round trips and span of service of the Cherriots Local commuter express route (Route 1X)

Route	Route Name	Daily Round trips	Service Start	Service End	Span (Hrs)
1X	Wilsonville / Salem Express*	16 daily round trips	5:00 AM	7:22 PM	11.92

\* Includes 6 round trips operated by Cherriots and ten operated by The City of Wilsonville (SMART)



**Table IV- 4.** Weekday round trips and span of service of Cherriots Regional express routes (minority routes shown in bold with shaded backgrounds)

Route	Route Name	Daily Round Trips	Service Start	Service End	Span (Hrs)
<b>10X</b>	Woodburn / Salem Express	8 daily round trips	6:00 AM	8:17 PM	14.28
<b>20X</b>	N. Marion Co. / Salem Exp.	5 daily round trips	6:13 AM	8:20 PM	14.12
30X	Santiam / Salem Express	4 daily round trips	5:41 AM	7:11 PM	13.40
<b>40X</b>	Polk County / Salem Express	8 daily round trips	5:57 AM	9:28 PM	15.52
50X	Dallas / Salem Express	4 daily round trips	6:17 AM	5:37 PM	4.88

**Table IV- 5.** Saturday headways and span of service of Cherriots Local routes (minority routes shown in bold with shaded backgrounds)

Route	Route Name	Average Headway				Service Start	Service End	Span (Hrs)
		AM	Mid	PM	Eve			
<b>2</b>	Market / Brown	30	30	30	60	6:26 AM	9:22 PM	14.93
<b>3</b>	Portland Road	60	60	60	60	6:27 AM	9:27 PM	15.00
<b>4</b>	State Street	60	60	60	60	6:06 AM	9:28 PM	15.37
<b>5</b>	Center Street	30	30	30	60	6:22 AM	9:21 PM	14.98
<b>6</b>	Fairview Industrial	60	60	60	60	6:24 AM	9:40 PM	16.27
<b>7</b>	Mission Street	30	30	30	30	6:44 AM	9:14 PM	14.50
8	12th / Liberty via Red Leaf	60	60	60	60	6:41 AM	9:34 PM	14.88
<b>9</b>	Cherry / River Road	60	60	60	60	6:10 AM	9:35 PM	15.12
<b>11</b>	Lancaster / Verda	30	30	30	30	6:17 AM	9:46 PM	15.48
<b>13</b>	Silverton Road	60	60	60	60	6:57 AM	8:47 PM	13.83
16	Wallace Road	60	60	60	60	6:31 AM	8:54 PM	14.38
<b>17</b>	Edgewater Street	30	30	30	30	6:26 AM	9:124PM	14.97
18	12th / Liberty via Lone Oak	60	60	60	60	6:10 AM	9:06 PM	14.93
<b>19</b>	Broadway / River Road	30	30	30	30	6:24 AM	9:19 PM	14.92
21	South Commercial	30	30	30	30	6:27 AM	9:22 PM	14.92

**Table IV- 6.** Saturday round trips and span of service of Cherriots Regional express routes (minority routes shown in bold with shaded backgrounds)

Route	Route Name	Daily Round Trips	Service Start	Service End	Span (Hrs)
<b>10X</b>	Woodburn / Salem Express	3.5 daily round trips	7:26 AM	6:25 PM	10.98
<b>20X</b>	N. Marion Co. / Salem Exp.	3.5 daily round trips	8:11 AM	6:08 PM	9.95
30X	Santiam / Salem Express	2 daily round trips	8:00 AM	7:35 PM	11.58
<b>40X</b>	Polk County / Salem Express	4 daily round trips	7:43 AM	7:39 PM	11.93

Tables IV-7 and IV-8 compare the frequency and span of service of Cherriots Local minority and non-minority routes.

**Table IV- 7.** Comparison of weekday headways and span of service for Cherriots Local minority and non-minority routes

Route Type	Route Classification	Average Headway				Average Service Start	Average Service End	Average Span (Hrs)
		AM	Mid	PM	Eve			
<b><i>Cherriots Local Routes</i></b>	<i>Minority Routes</i>	31.5	31.1	31.1	42.7	5:51 AM	10:39 PM	16.80
	<i>Non-Minority Routes</i>	49.5	49.3	49.3	53.3	5:48 AM	10:14 PM	16.44
	<i>All Routes</i>	37.5	37.1	37.1	46.2	5:50 AM	10:31 PM	16.68

**Table IV- 8.** Comparison of Saturday headways and span of service for Cherriots Local minority and non-minority routes

Route Type	Route Classification	Average Headway				Average Service Start	Average Service End	Average Span (Hrs)
		AM	Mid	PM	Eve			
<b><i>Cherriots Local Routes</i></b>	<i>Minority Routes</i>	43.6	43.6	43.6	49.1	6:25 AM	9:23 PM	15.03
	<i>Non-Minority Routes</i>	52.5	52.5	52.5	52.5	6:27 AM	9:14 PM	14.78
	<i>All Routes</i>	46.0	46.0	46.0	50.0	6:26 AM	9:21 PM	14.97

Table IV-9 shows the daily round trips and span of service of the Cherriots Local commuter express service, Route 1X. Since there is only one route in this category, there is no comparison between minority or non-minority routes necessary.

**Table IV- 9.** Weekday headways and span of service for Cherriots Local commuter express non-minority route (Route 1X)

Route Type	Route Classification	Daily Round Trips	Average Service Start	Average Service End	Average Span (Hrs)
<b><i>Cherriots Local Commuter Express Route</i></b>	<i>Minority Routes</i>	-	-	-	-
	<i>Non-Minority Routes*</i>	16 daily round trips	5:00 AM	7:22 PM	14.37
	<i>All Routes</i>	16 daily round trips	5:00 AM	7:22 PM	14.37

\*Route 1X is the only service in this category at this time, but future urban to urban commuter express services will be compared here.

Tables IV-10 and IV-11 compare the daily round trips and span of service for Cherriots Regional express routes designated as minority or non-minority routes.

**Table IV- 10.** Comparison of weekday average daily round trips and span of service for Cherriots Regional minority and non-minority express routes

Route Type	Route Classification	Average Daily Round Trips	Average Service Start	Average Service End	Average Span (Hrs)
<b><i>Cherriots Regional Express Routes</i></b>	<i>Minority Routes</i>	7	6:03 AM	8:41 PM	14.64
	<i>Non-Minority Routes</i>	4	5:59 AM	6:24 PM	9.14
	<i>All Routes</i>	5.8	6:01 AM	7:46 PM	12.44

**Table IV- 11.** Comparison of Saturday average daily round trips and span of service for Cherriots Regional minority and non-minority express routes

Route Type	Route Classification	Average Daily Round Trips	Average Service Start	Average Service End	Average Span (Hrs)
<b><i>Cherriots Regional Express Routes</i></b>	<i>Minority Routes</i>	3.67	7:46 AM	6:25 PM	10.95
	<i>Non-Minority Routes</i>	2.00	8:00 AM	7:35 PM	11.58
	<i>All Routes</i>	3.25	7:50 AM	6:56 PM	11.11

## ***Findings***

- For weekday and Saturday Cherriots Local service, minority routes have smaller headways (serve stops more frequently) than service on non-minority routes.
- Likewise, for Cherriots Local service, the span of service is slightly greater for minority routes than non-minority routes (16.80 hours and 16.44 hours, respectively for weekdays and 15.03 hours and 14.78 hours, respectively for Saturdays). Therefore, there is no disparate impact to minority populations due to differences in frequency or span of service on weekdays or Saturdays for the Cherriots Local service.
- There is only one Cherriots Local commuter service (Route 1X) in the system today, so comparisons cannot be made for this non-minority route.
- For weekday Cherriots Regional express service, minority routes have a greater number of average daily round trips than the non-minority routes (7 versus 4 average round trips per day).
- The span of service is also greater for the Cherriots Regional express routes defined as minority routes than the non-minority routes on weekdays (14.64 hours versus 9.4 hours, respectively).
- On Saturdays, the span of service is greater for the minority Cherriots Regional express routes than that of the minority route (10.95 hours versus 7.17 hours, respectively). Note the span of service for Route 30X does not include the middle of the day (11:36 a.m. to 3:59 p.m.) when it is not running.

Thus, there are no disparate impacts to minority populations in regard to frequency or span.

## On-time performance

SAMTD currently is in the process of installing a Computer Aided Dispatch – Automatic Vehicle Location (CAD-AVL) system on every bus. CAD-AVL will continually monitor On-Time Performance (OTP) for every time point, but since the buses are still in transition with this update to the Title VI program, staff continued to use a manual method of recording the OTP. This section will be updated after CAD-AVL is operational for at least twelve months on all of the buses. For the 2020 update, OTP was measured at the end of most routes for three days of service in October 2019. Buses were considered to be “on time” if they arrived up to 4 minutes and 59 seconds later than their scheduled arrival time. Average OTP is weighted by revenue hours by route.

**Table IV- 12.** Weekday on-time performance of Cherriots Local and Cherriots Regional routes (Oct. 2019) (minority routes shown in bold with shaded backgrounds)

Route	Route Name	Percent of Trips On Time				
		AM	Mid	PM	Eve	Overall
<b>2</b>	Market / Brown	78%	86%	87%	93%	85%
<b>3</b>	Portland Road	95%	100%	87%	100%	94%
<b>4</b>	State Street	100%	97%	97%	100%	98%
<b>5</b>	Center Street	95%	98%	92%	100%	95%
<b>6</b>	Fairview Industrial	100%	100%	80%	100%	93%
<b>7</b>	Mission Street	96%	93%	90%	100%	94%
8	12th / Liberty via Red Leaf	100%	93%	88%	100%	94%
<b>9</b>	Cherry / River Road	82%	100%	87%	60%	100%
<b>10X</b>	Woodburn / Salem Express	100%	83%	89%	---	92%
<b>11</b>	Lancaster / Verda	91%	90%	95%	88%	95%
<b>12</b>	Hayesville Drive	100%	100%	100%	100%	100%
<b>13</b>	Silverton Road	91%	96%	100%	72%	100%
<b>14</b>	Windsor Island Road	100%	90%	83%	90%	90%
16	Wallace Road	100%	100%	80%	100%	94%
<b>17</b>	Edgewater Street	98%	100%	100%	100%	99%
18	12th / Liberty via Lone Oak	100%	100%	80%	100%	94%
<b>19</b>	Broadway / River Road	90%	88%	97%	100%	92%
<b>20X</b>	N. Marion Co. / Salem Exp.	100%	100%	100%	100%	100%
21	South Commercial	100%	100%	96%	100%	99%
22	Library Loop	88%	97%	70%	100%	86%
<b>23</b>	Lansing / Hawthorne	100%	93%	100%	100%	98%
30X	Santiam / Salem Express	100%	100%	100%	---	100%
<b>40X</b>	Polk County / Salem Express	67%	100%	78%	100%	79%
50X	Dallas / Salem Express	100%	---	100%	---	100%

\*\*Excludes Routes 26 and 27 since cameras are not available at the West Salem Transit Center in order to perform end-of-route OTP monitoring.

**Table IV- 13.** Weekday on-time performance for Cherriots Local commuter express (Oct. 2019) (minority routes shown in bold with shaded backgrounds)

Route	Route Name	Percent of Trips On Time				
		AM	Mid	PM	Eve	Overall
1X	Wilsonville / Salem Express*	100%	—	86%	—	93%

\*Cherriots trips only; OTP of SMART trips are not included.

**Table IV- 14.** Saturday on-time performance of Cherriots Local and Cherriots Regional routes (Oct. 2019) (minority routes shown in bold with shaded backgrounds)

Route	Route Name	Percent of Trips On Time				
		AM	Mid	PM	Eve	Overall
<b>2</b>	Market / Brown	100%	50%	80%	83%	74%
<b>3</b>	Portland Road	89%	100%	93%	100%	96%
<b>4</b>	State Street	100%	93%	100%	100%	98%
<b>5</b>	Center Street	100%	100%	93%	100%	98%
<b>6</b>	Fairview Industrial	100%	100%	100%	100%	100%
<b>7</b>	Mission Street	100%	97%	90%	100%	95%
8	12th / Liberty via Red Leaf	100%	87%	100%	100%	95%
<b>9</b>	Cherry / River Road	100%	87%	100%	100%	96%
<b>10X</b>	Woodburn / Salem Express	100%	100%	83%	—	90%
<b>11</b>	Lancaster / Verda	100%	78%	86%	50%	83%
<b>13</b>	Silverton Road	100%	100%	100%	100%	100%
16	Wallace Road	100%	100%	100%	100%	100%
<b>17</b>	Edgewater Street	100%	100%	100%	100%	100%
18	12th / Liberty via Lone Oak	100%	100%	100%	100%	100%
<b>19</b>	Broadway / River Road	100%	93%	85%	100%	92%
<b>20X</b>	N. Marion Co. / Salem Exp.	100%	100%	100%	—	100%
21	South Commercial	100%	100%	96%	100%	99%
30X	Santiam / Salem Express	—	100%	100%	—	100%
<b>40X</b>	Polk County / Salem Express	100%	100%	67%	100%	67%

**Table IV- 15.** Comparison of on-time performance for weekday Cherriots Local minority and non-minority routes

Route Classification	Average Percent of Trips on Time				
	AM	Mid	PM	Eve	Overall
<i>Minority Routes</i>	93%	94%	89%	98%	93%
<i>Non-Minority Routes</i>	99%	98%	88%	100%	95%
<i>All Routes</i>	94%	95%	89%	98%	93%

**Table IV- 16.** Comparison of on-time performance for Saturday Cherriots Local minority and non-minority routes

Route Classification	Average Percent of Trips on Time				
	AM	Mid	PM	Eve	Overall
<i>Minority Routes</i>	99%	88%	92%	87%	92%
<i>Non-Minority Routes</i>	100%	96%	99%	100%	98%
<i>All Routes</i>	99%	90%	93%	90%	93%

**Table IV- 17.** Comparison of on-time performance for weekday Cherriots Regional minority and non-minority routes

Route Classification	Average Percent of Trips on Time				
	AM	Mid	PM	Eve	Overall
<i>Minority Routes</i>	87%	94%	88%	100%	89%
<i>Non-Minority Routes</i>	100%	100%	100%	—	100%
<i>All Routes</i>	91%	95%	91%	100%	92%



**Table IV- 18.** Comparison of on-time performance for Saturday Cherriots Regional minority and non-minority routes

Route Classification	Average Percent of Trips on Time				
	AM	Mid	PM	Eve	Overall
<i>Minority Routes</i>	100%	100%	83%	100%	94%
<i>Non-Minority Routes</i>	—	100%	100%	—	100%
<i>All Routes</i>	100%	100%	87%	100%	95%

### ***Findings***

- Weekday OTP for Cherriots Local minority routes is 93 percent on average, slightly lower than the OTP rate for non-minority routes, which is 95 percent.
- Saturday OTP for Cherriots Local minority routes is 92 percent on average, slightly lower than the OTP rate for non-minority routes, 98 percent.
- Weekday OTP for Cherriots Regional minority routes is 89 percent on average, eleven percent lower than the OTP rate for non-minority routes, which was 100 percent.
- Saturday OTP for Cherriots Regional minority routes is 94 percent on average, six percent lower than the OTP rate for non-minority routes, which was also 100 percent

None of the differences between the OTP of minority routes and non-minority routes are more than the systemwide disparate impact threshold of 20 percent. Therefore, there are no disparate impacts to minority populations in regards to OTP.

## Vehicle Loads

Vehicle loads are examined to determine whether buses are overcrowded. Table IV-19 shows vehicle capacities of the newest buses in the Cherriots fleet (purchased in 2018 and later). Older vehicles have slightly greater capacities due to a different seat configuration primarily governed by the size of the ADA wheelchair tie-down areas, which are larger in the newer buses.

**Table IV- 19.** Vehicle capacities and maximum load factors of the newest Cherriots buses

Vehicle Type	Passenger Capacities			
	Seated	Standing	Maximum Capacity	Maximum Load Factor
35-ft high floor	35	0	35	1.0
35-ft. low floor	32	16	48	1.5
40-ft. low floor	39	19	57	1.5
40-ft. commuter	37	0	37	1.0

Tables IV-20 through IV-22 compare average vehicle loads for minority and non-minority routes. Data was collected by automatic passenger counters from January through March 2017 and will not be available until the end of 2020 when it is expected that the new CAD/AVL system will be fully operational on Cherriots Local (and perhaps Cherriots Regional) buses. Average maximum load factors, defined by the average load to seated capacity ratio, are weighted by revenue hours of each route in these tables.

**Table IV- 20.** Average maximum vehicle loads and load factors by route, weekdays only (minority routes shown in bold with shaded backgrounds)

Route	Route Name	Bus Type	Average Max Load	Average Max Load Factor
<b>2</b>	Market / Brown	35' low floor	20	0.42
<b>3</b>	Portland Road	40' low floor	23	0.40
<b>4</b>	State Street	40' low floor	27	0.47
<b>5</b>	Center Street	35' low floor	20	0.42
<b>6</b>	Fairview Industrial	35' low floor	21	0.44
<b>7</b>	Mission Street	35' low floor	12	0.25
8	12th / Liberty via Red Leaf	35' low floor	19	0.40
<b>9</b>	Cherry / River Road	35' low floor	12	0.25
<b>11</b>	Lancaster / Verda	40' low floor	22	0.39
<b>12</b>	Hayesville Drive	35' low floor	10	0.21
<b>13</b>	Silverton Road	40' low floor	13	0.23
<b>14</b>	Windsor Island Road	35' low floor	4	0.08
<b>16</b>	Wallace Road	35' low floor	10	0.21
<b>17</b>	Edgewater Street	35' low floor	10	0.21
18	12th / Liberty via Lone Oak	35' low floor	22	0.46
<b>19</b>	Broadway / River Road	40' low floor	18	0.32
21	South Commercial	40' low floor	25	0.44
22	Library Loop	40' low floor	4	0.07
<b>23</b>	Lansing / Hawthorne	35' low floor	7	0.15

\*\*Excludes Routes 10X, 20X, 26, 27, 30X, 40X, and 50X since these data were taken in 2016 with data from the old APCs which no longer function on the buses.

**Table IV- 21.** Average maximum vehicle load and load factor for Cherriots Local commuter express route, weekdays only

Route	Route Name	Bus Type	Average Max Load	Average Max Load Factor
1X	Wilsonville / Salem Express*	40' commuter	23	0.62

**Table IV- 22.** Comparison of average vehicle loads for minority and non-minority routes of Cherriots Local service and Cherriots Regional express services

Route Classification	Cherriots Local Routes		Cherriots Regional Express Routes	
	Average Max Load	Average Max Load Factor	Average Max Load	Average Max Load Factor
<i>Minority Routes</i>	14.1	0.27	N/A	N/A
<i>Non-Minority Routes</i>	17.5	0.34	17.5	0.44
<i>All Routes</i>	14.7	0.29	17.5	0.44

### ***Findings***

- On Cherriots Local routes, the average maximum load factor for minority routes (0.27), is less than that for non-minority routes (0.34). Both are far less than the standard of 1.5.
- The average max load for Cherriots Local commuter express route (0.62) is less than the standard of 1.0. Currently SAMTD only has load data for Route 1X, which is a non-minority route. No data has been collected on Routes 10X-50X because there are not automatic passenger counters on those buses. In future analyses, SAMTD will be able to report on the differences in average max load factors for minority routes and non-minority routes on the Cherriots Local commuter express and Cherriots Regional express services.

Examining the data above where no routes are over their maximum allowable load factors, it can be concluded that there are no disparate impacts to minority populations in regard to vehicle loads.

## Stop amenities

SAMTD analyzed the distribution of stop amenities in order to identify potential disparities. Table IV-23 shows the share of each amenity in block groups with higher-than-regional-average rates of minority populations.

**Table IV- 23.** Distribution of amenities in minority block groups versus the total service area

Amenity	Total in Service Area	Located In Minority Census Tracts	
		Count	Percent
Signs, Maps, and Schedules	673	331	49.2%
Shelters	134	78	58.2%
Seating	159	84	52.8%
Waste Receptacles	202	101	50.0%

### Findings

- Over half of SAMTD's shelters, seating, and waste receptacles are located in minority block groups.
- Only 49 percent of signs, maps, and schedules are located in minority block groups.

Although only 49 percent of signs, maps, and schedules are located in minority block groups, this is simply a function of the placement of stops, every one of which has a sign. There are more bus stops located in non-minority block groups, but that is not a function of the level of service in those areas.

Therefore, there is no disparate impact on the minority populations in regard to the distribution of amenities.

## Vehicle assignment

In regard to assessing the results of SAMTD's vehicle assignment practices in the context of Title VI, the expectation is that the average age of vehicles on minority routes should not be more than the average age of vehicles on non-minority routes. The average age is calculated by weighing the age of the vehicles by the number of hours in service. These data are unavailable in May 2020 due to the fact that the CAD-AVL systems have not been installed on the buses yet. Once the systems are installed in the summer of 2020, it will then be possible to monitor the placement of vehicles on Cherriots routes and control the distribution of vehicles.

## Summary

SAMTD finds no disparities in terms of performance standards that would indicate lesser service provision to minority riders or populations. Across nearly every metric minority routes actually perform better than the non-minority routes, and minority populations have better access to the Cherriots system based on residential proximity to service.

## **Part V: Demographic analysis**

SAMTD uses demographic data to assess equity in distribution of services, facilities, and amenities in relation to minority, low-income, and limited English proficient populations. Such data informs SAMTD in the early stages of service, facilities, and programs planning and enables SAMTD to monitor ongoing service performance, analyze the impacts of policies and programs on these populations, and take appropriate measures to avoid or mitigate potential disparities. SAMTD develops maps and comparative charts to perform this analysis, relying on both ridership and population data within the service area. Please note that block groups in rural areas appear to be large areas of populations, but the populations are greatest in the cities and towns, not agricultural areas. Therefore, the rural populations may appear large, but are actually quite small.

The demographic data shown in this report are from the following sources:

- 2014-2018 American Community Survey (ACS)
- 2016 Cherriots On-Board Rider Survey

This section includes the following items:

1. Service and service area
2. Service availability
3. Minority population
4. Low-income population
5. Limited English Proficient (LEP) population
6. Facilities
7. Amenities – signs, maps, and schedules
8. Amenities – shelters
9. Amenities – seating
10. Amenities – waste receptacles
11. Ridership characteristics and demographics

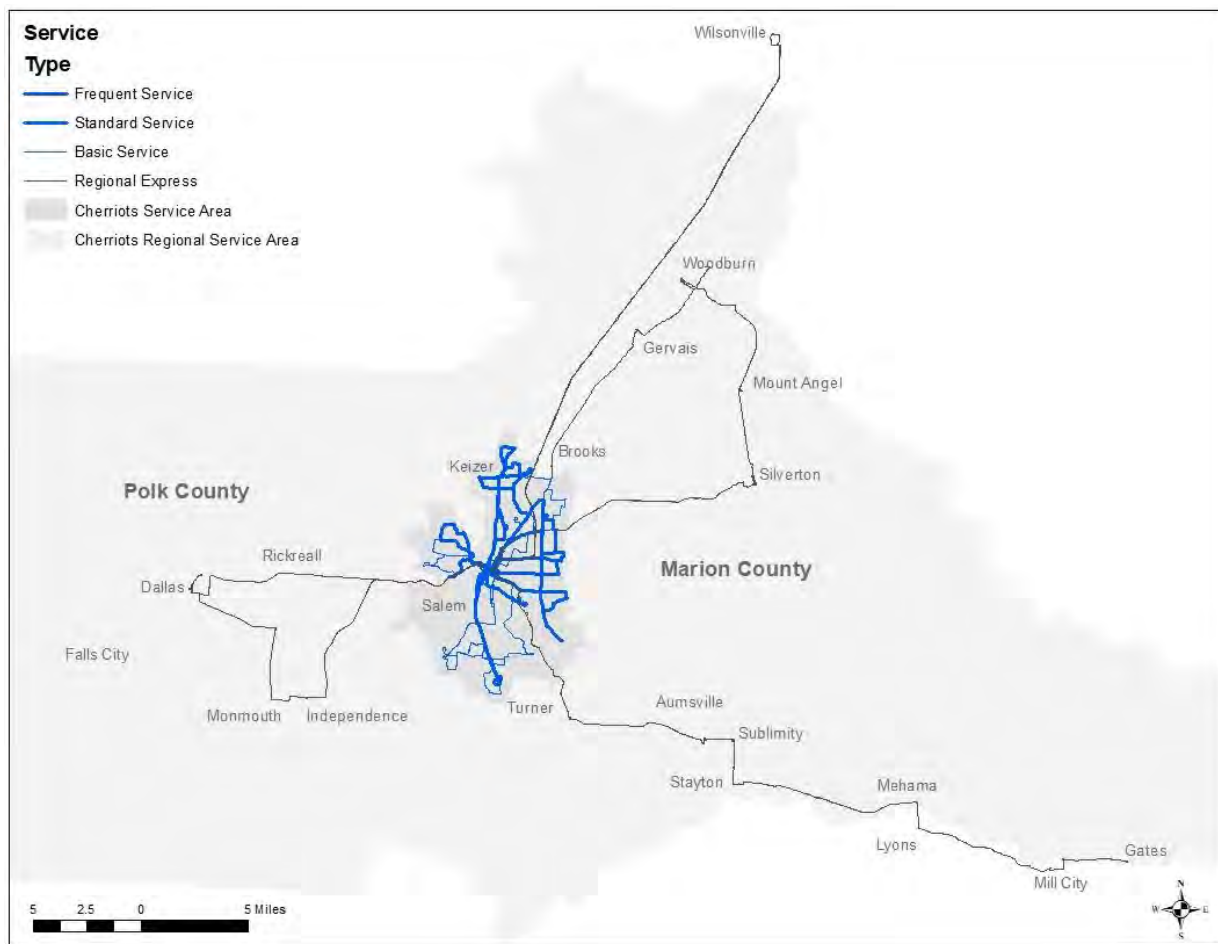
## Service and service area

The service and service area maps (Figures V-1 and V-2) show all Cherriots bus routes, differentiated by:

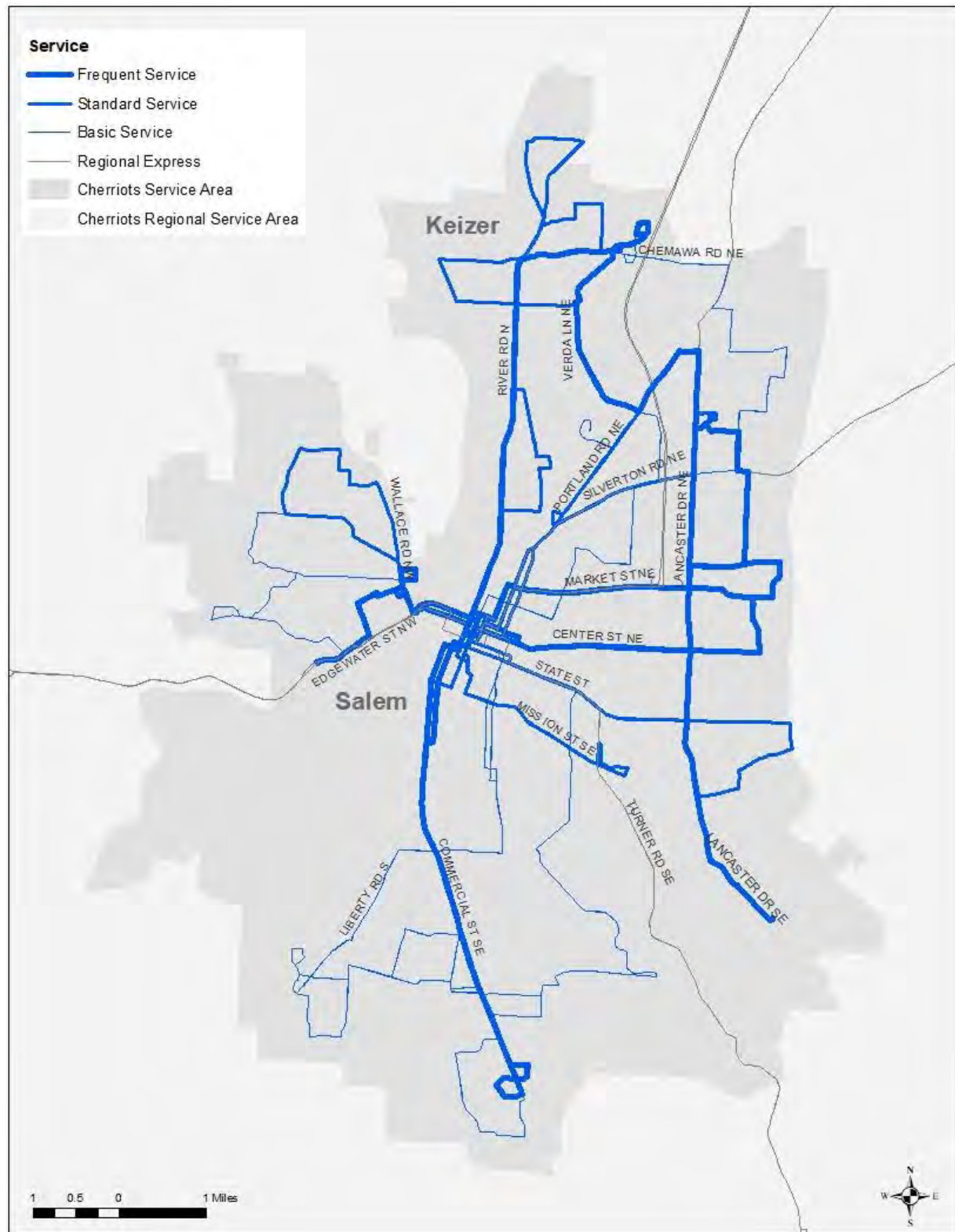
- **Frequent service** – Cherriots Local services that run every 15 minutes or better during peak times.
- **Standard service** – Cherriots Local services that run every 30 minutes throughout the day.
- **Basic service** – Cherriots Local services that run every 60 minutes throughout the day.
- **Cherriots Regional express service** – Cherriots Regional fixed-route express services that connect communities throughout the region. For the purposes of the maps in this section, the Cherriots Local commuter express service (Route 1X Salem / Wilsonville Express) is also included in this category.



**Figure V- 1. Service and service area (Marion and Polk counties)**



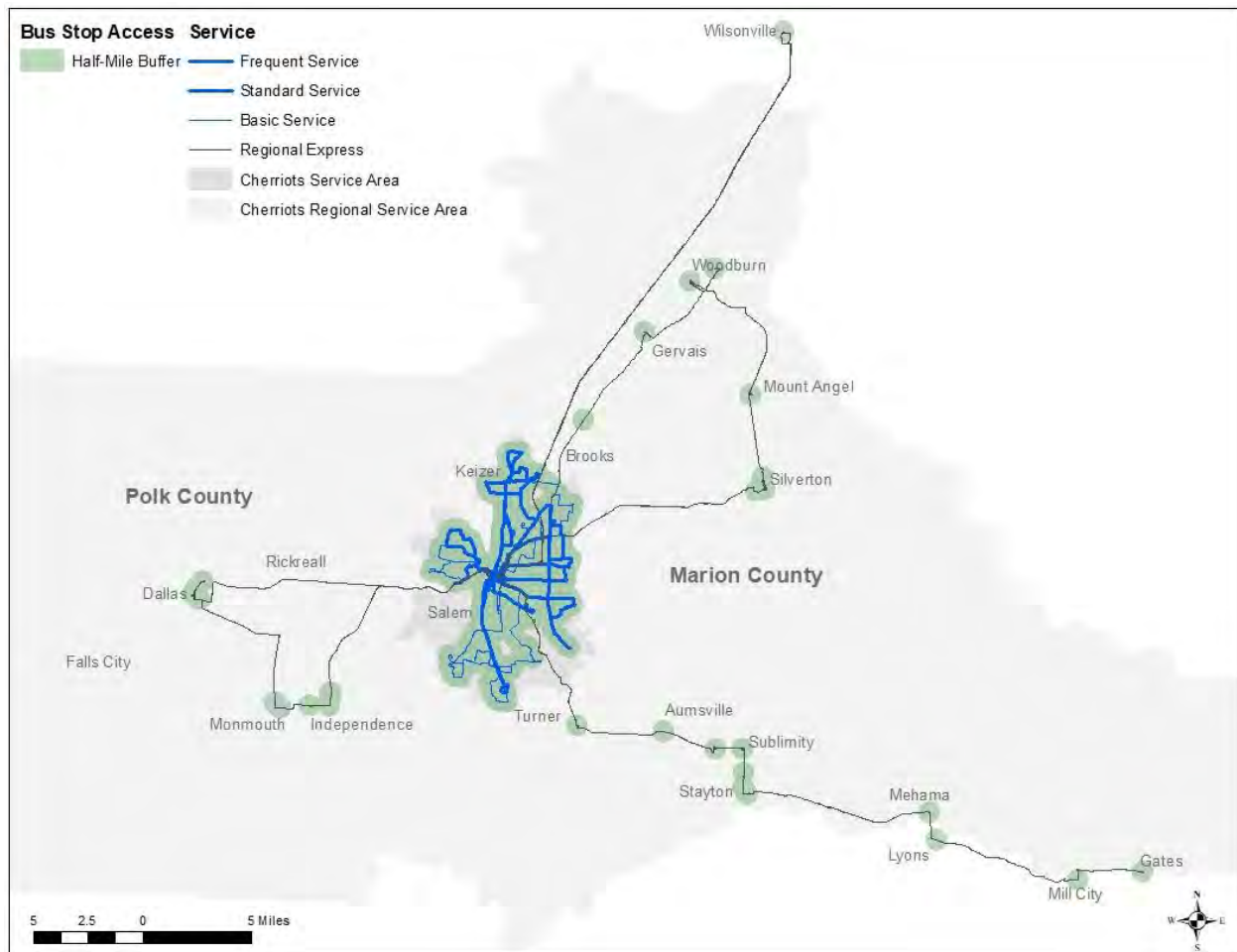
**Figure V- 2. Service and service area (Salem and Keizer)**



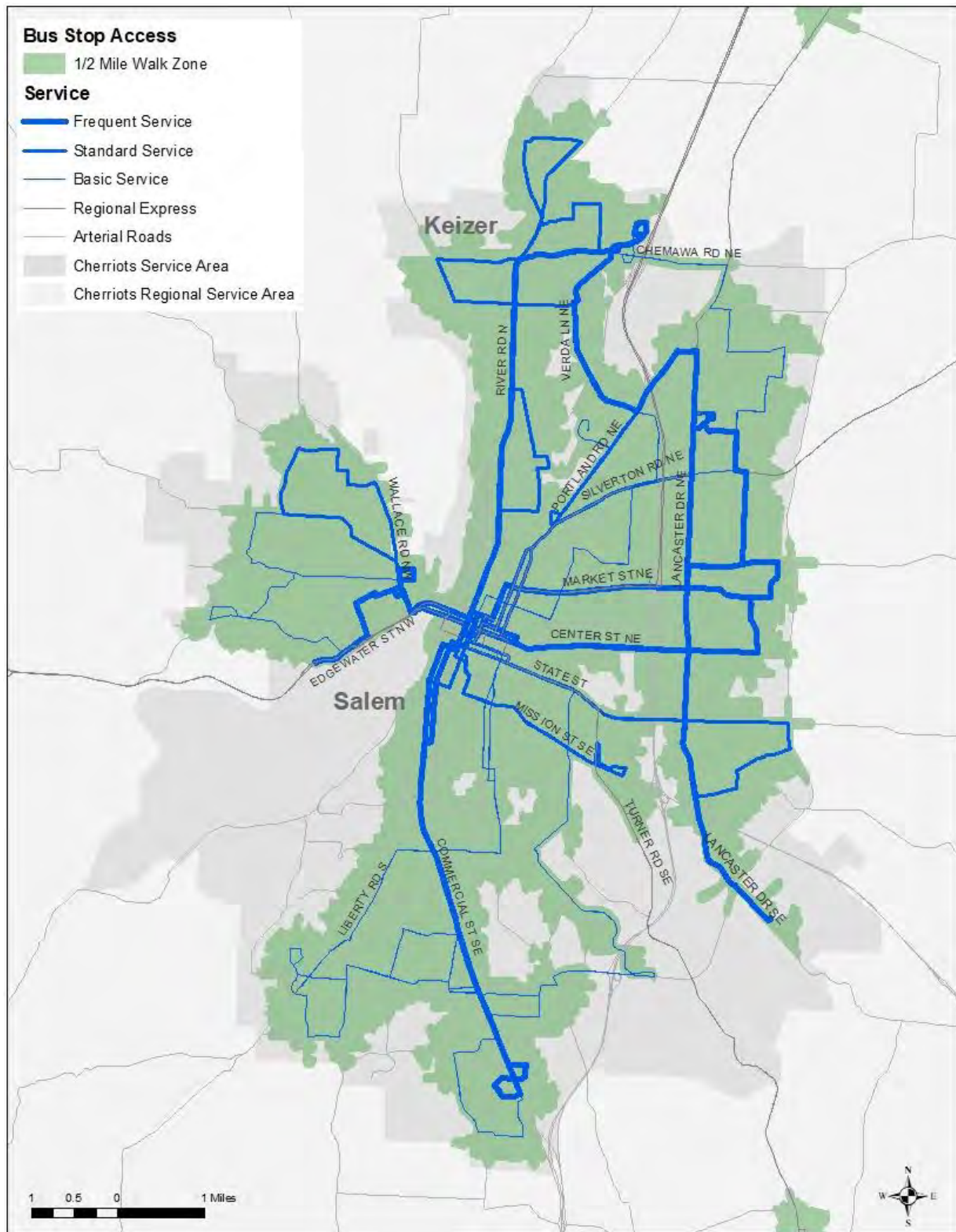
## Service availability

Figures V-3 and V-4 below display areas in Marion and Polk counties that are within a half mile of a bus stop, which are the places SAMTD considers served.

**Figure V- 3.** Areas within a half mile walk of a bus stop (Marion and Polk counties)



**Figure V- 4.** Areas within a half mile walk of a bus stop (Salem and Keizer)

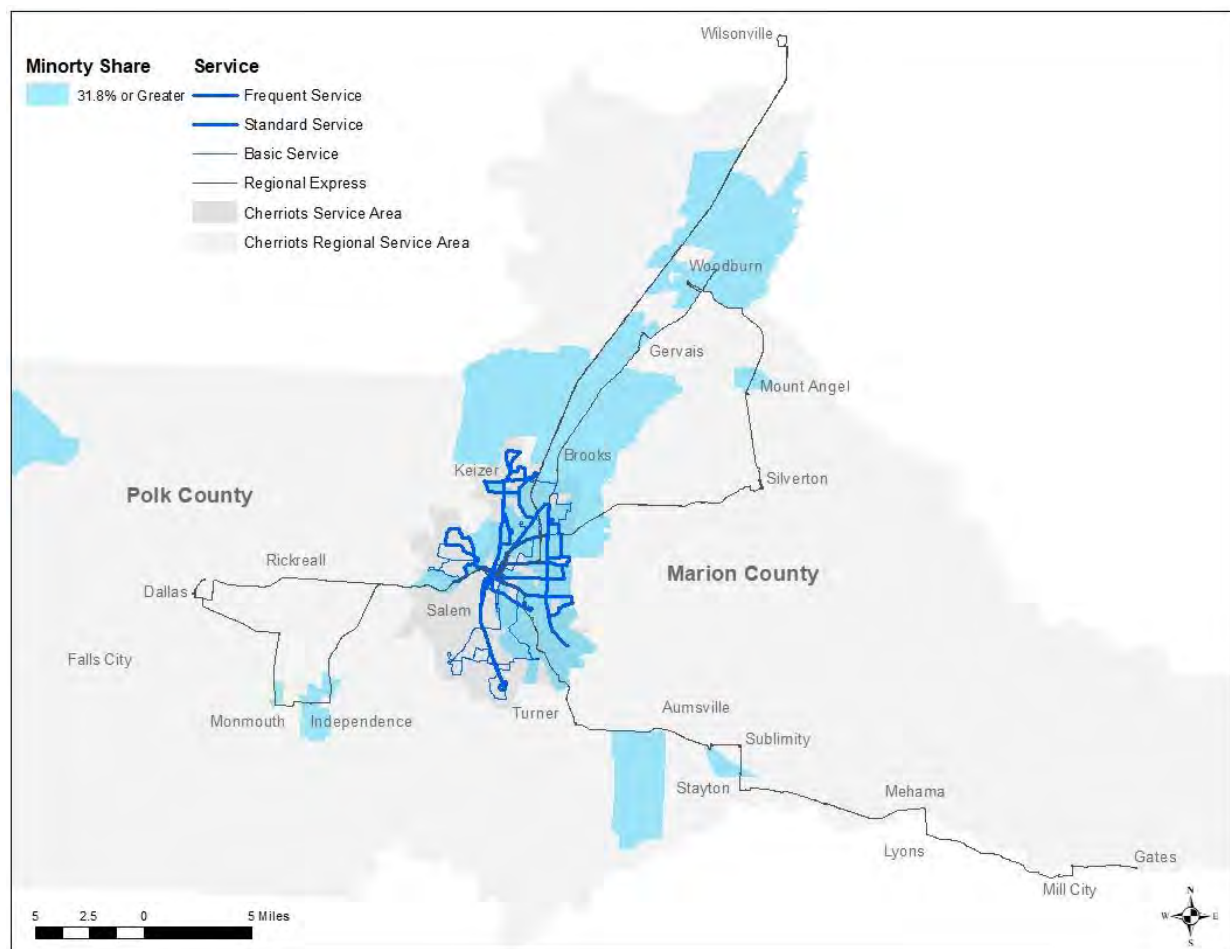




## Minority population

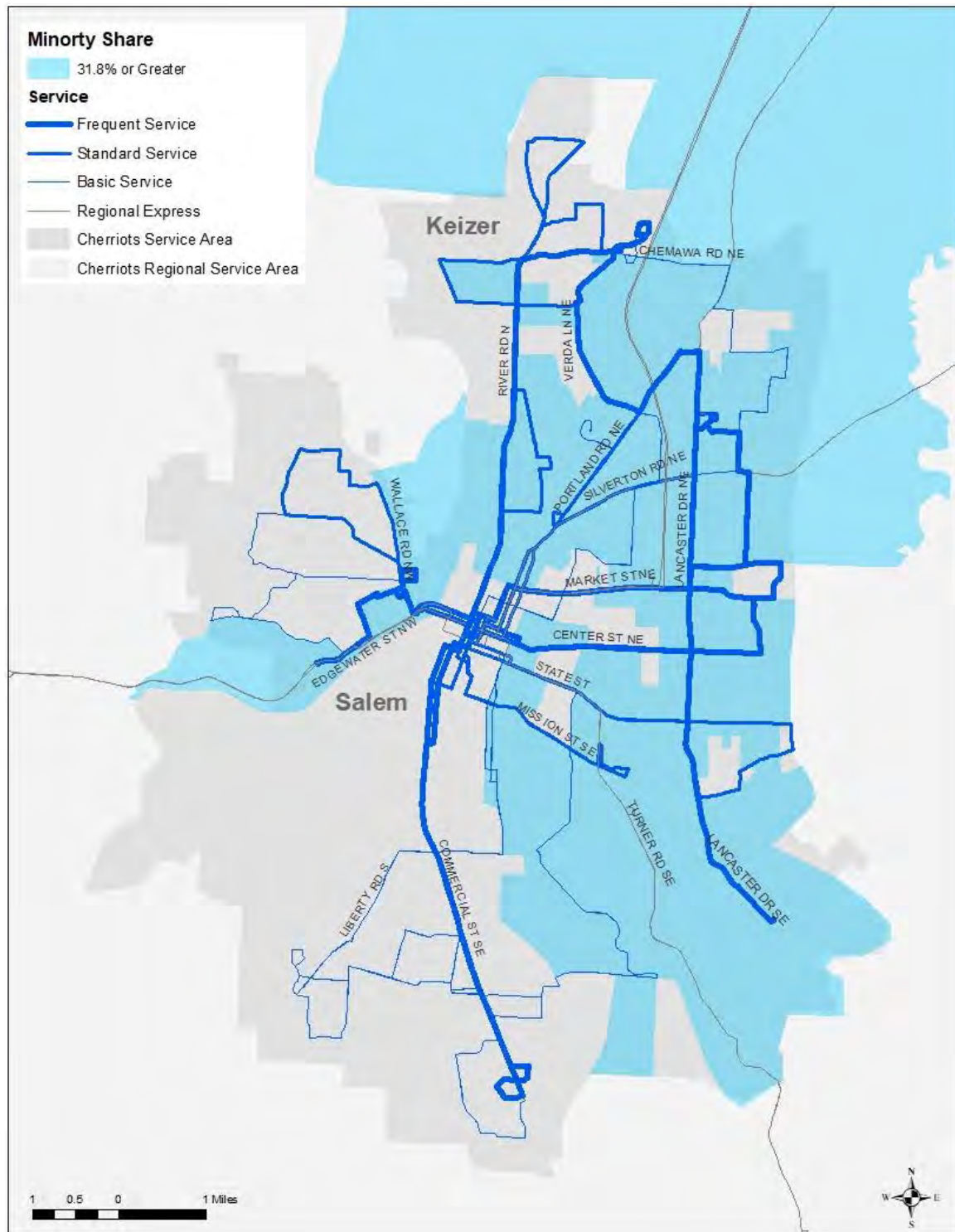
Figures V-5 and V-6 below display U.S. Census block groups in Marion and Polk counties that have shares of minority populations greater than the average for the two counties (31.8 percent) as of the 2014-2018 ACS.

**Figure V- 5.** Service and service area relative to block groups with greater than average minority populations (Marion and Polk counties)



**Source:** ACS 2014-18, Table B03002.

**Figure V- 6.** Service and service area in relation to block groups with greater than average minority populations (Salem and Keizer)

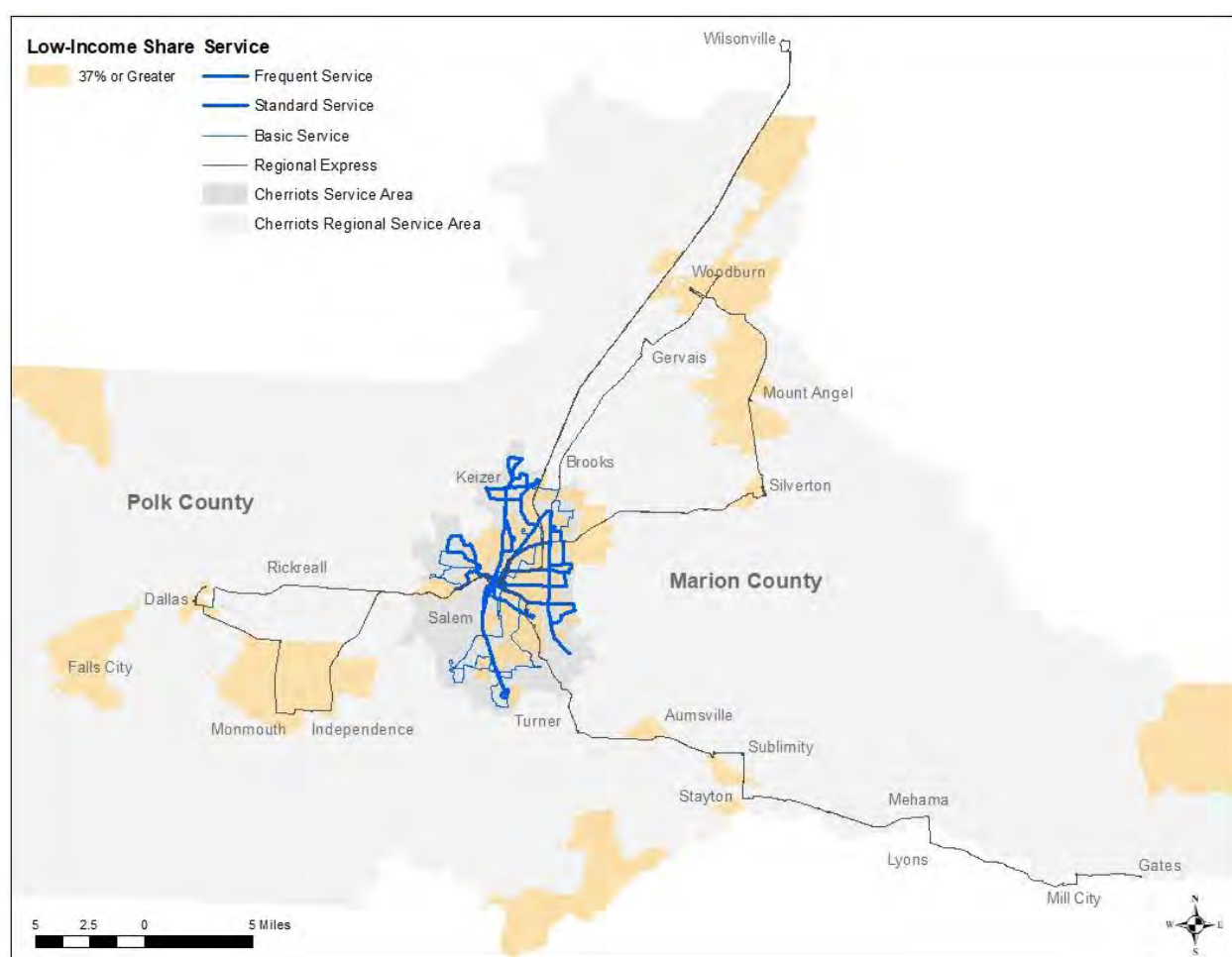


**Source:** ACS 2014-18, Table B03002.

## Low-income population

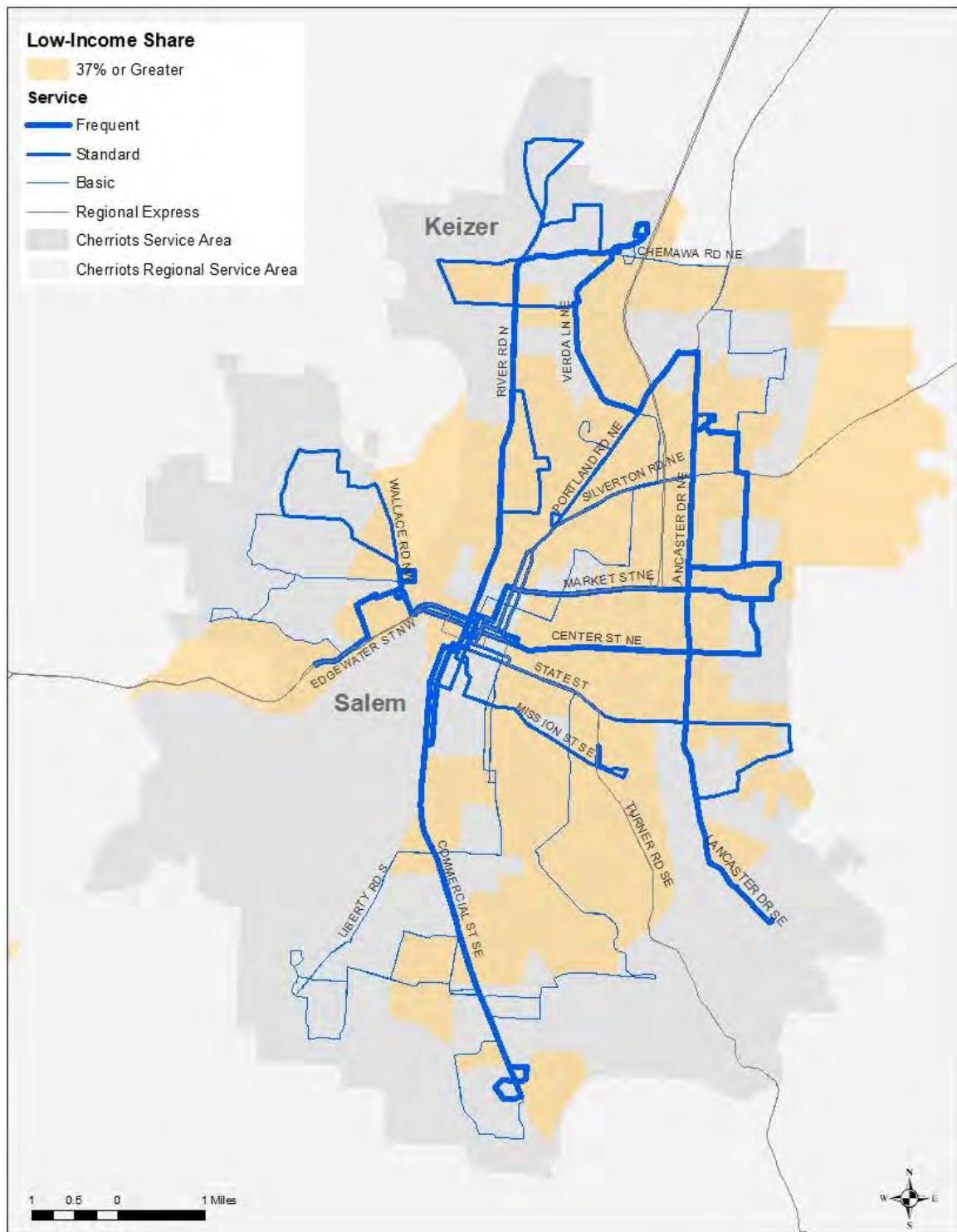
Figures V-7 and V-8 below display U.S. Census block groups in Marion and Polk counties that have shares of low-income populations greater than the average for the two counties (36.9 percent) as of the 2014-2018 ACS. Low-income is defined as households earning at or below 200 percent of the Federal Poverty Level (FPL). Block group level data was unavailable, so U.S. Census tract data was used.

**Figure V- 7.** Service and service area in relation to block groups with greater than average low-income (200 percent FPL) populations (Marion and Polk counties)



**Source:** ACS 2014-18, Table C17002.

**Figure V- 8.** Service and service area in relation to block groups with greater than average low-income (200 percent FPL) populations (Salem and Keizer)



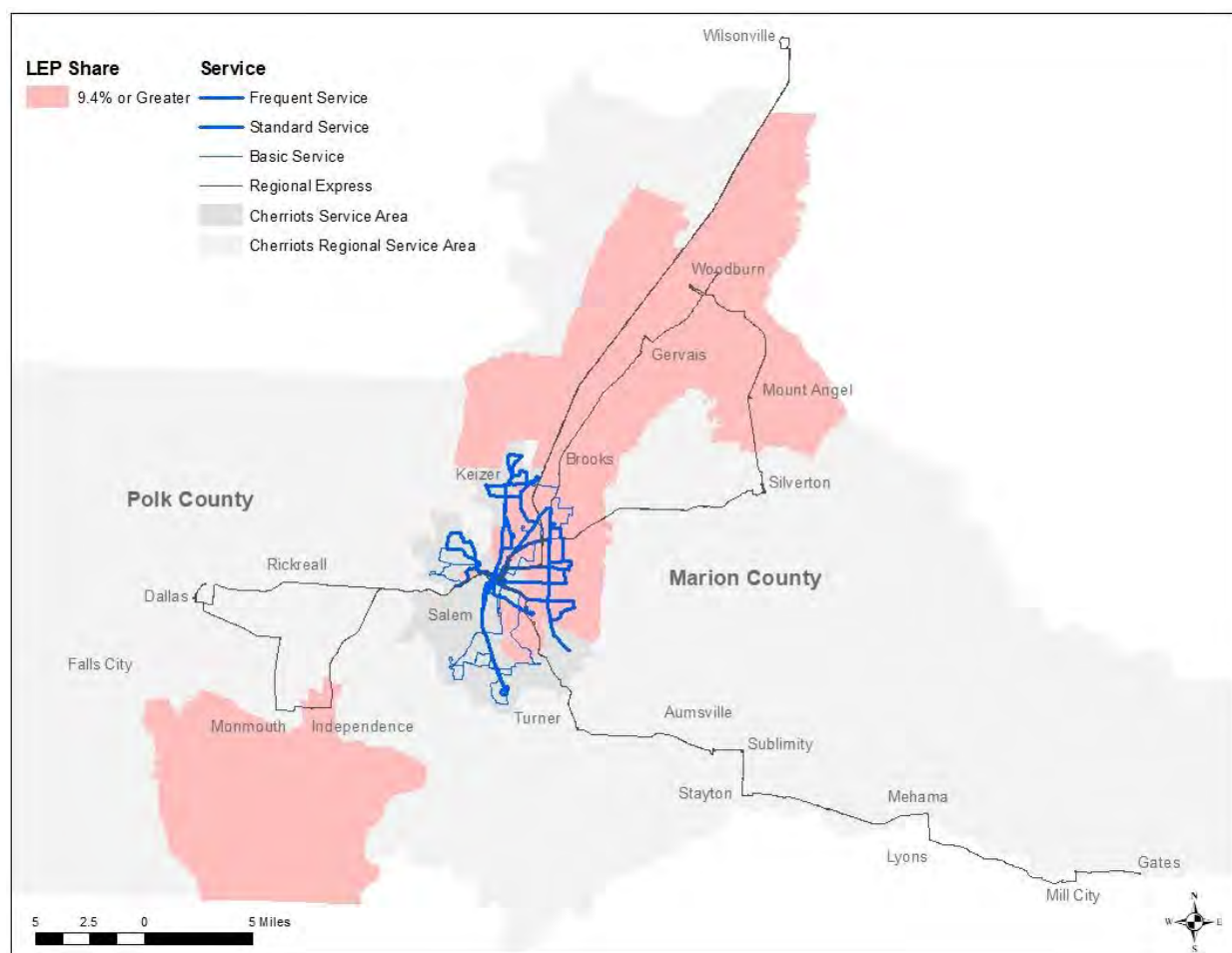
**Source:** ACS 2014-18, Table C17002.



## Limited English Proficient (LEP) population

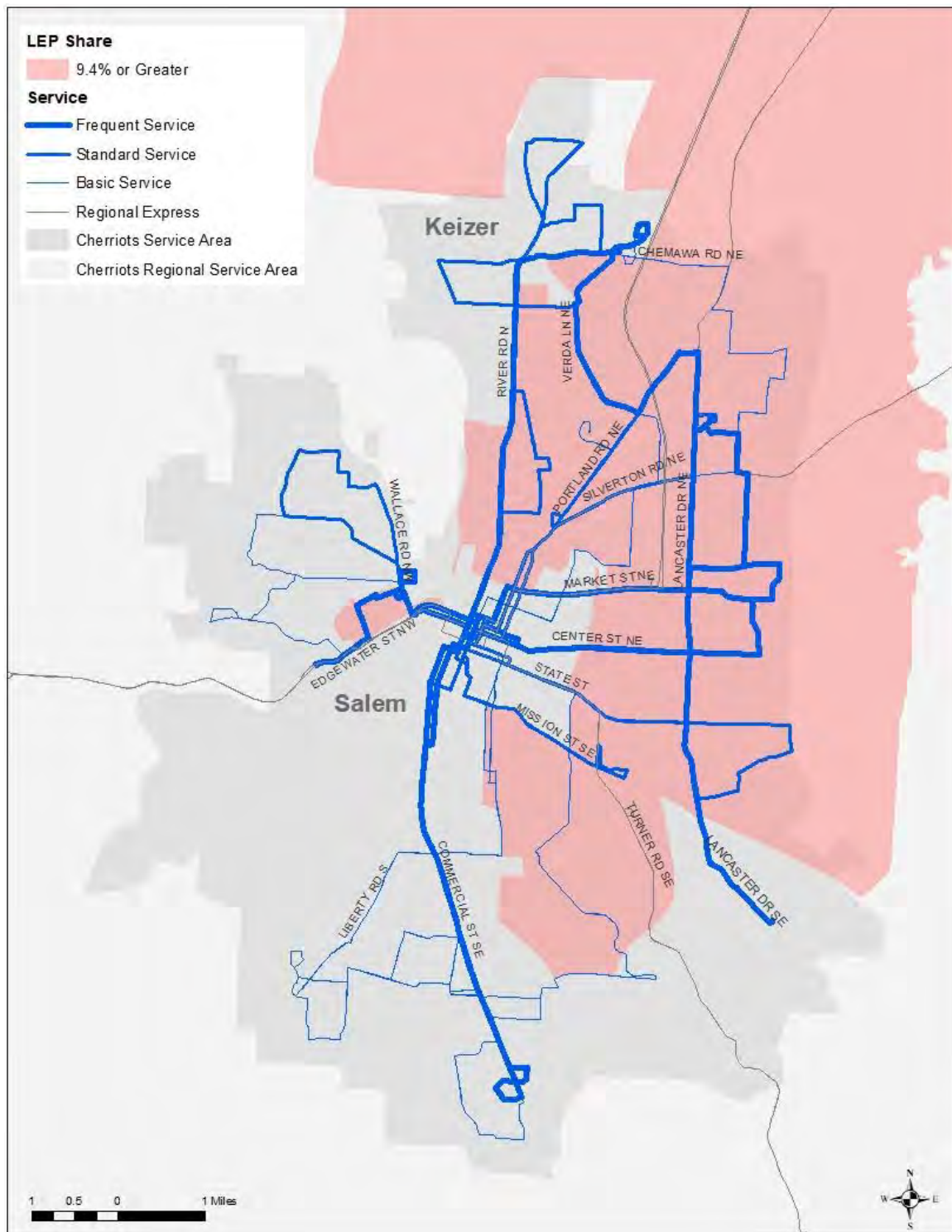
Figures V-9 and V-10 below display U.S. Census tracts in Marion and Polk counties that have shares of LEP populations greater than the average for the two counties (9.4 percent) as of the 2014-2018 ACS. Block group level detail was unavailable for LEP data, so U.S. Census tract data is shown. LEP is defined as those who speak English less than “very well”.

**Figure V- 9.** Service and service area in relation to Census tracts with greater than average LEP populations (Marion and Polk counties)



**Source:** ACS 2014-18, Table C16001.

**Figure V- 10.** Service and service area in relation to Census tracts with greater than average LEP populations (Salem and Keizer)

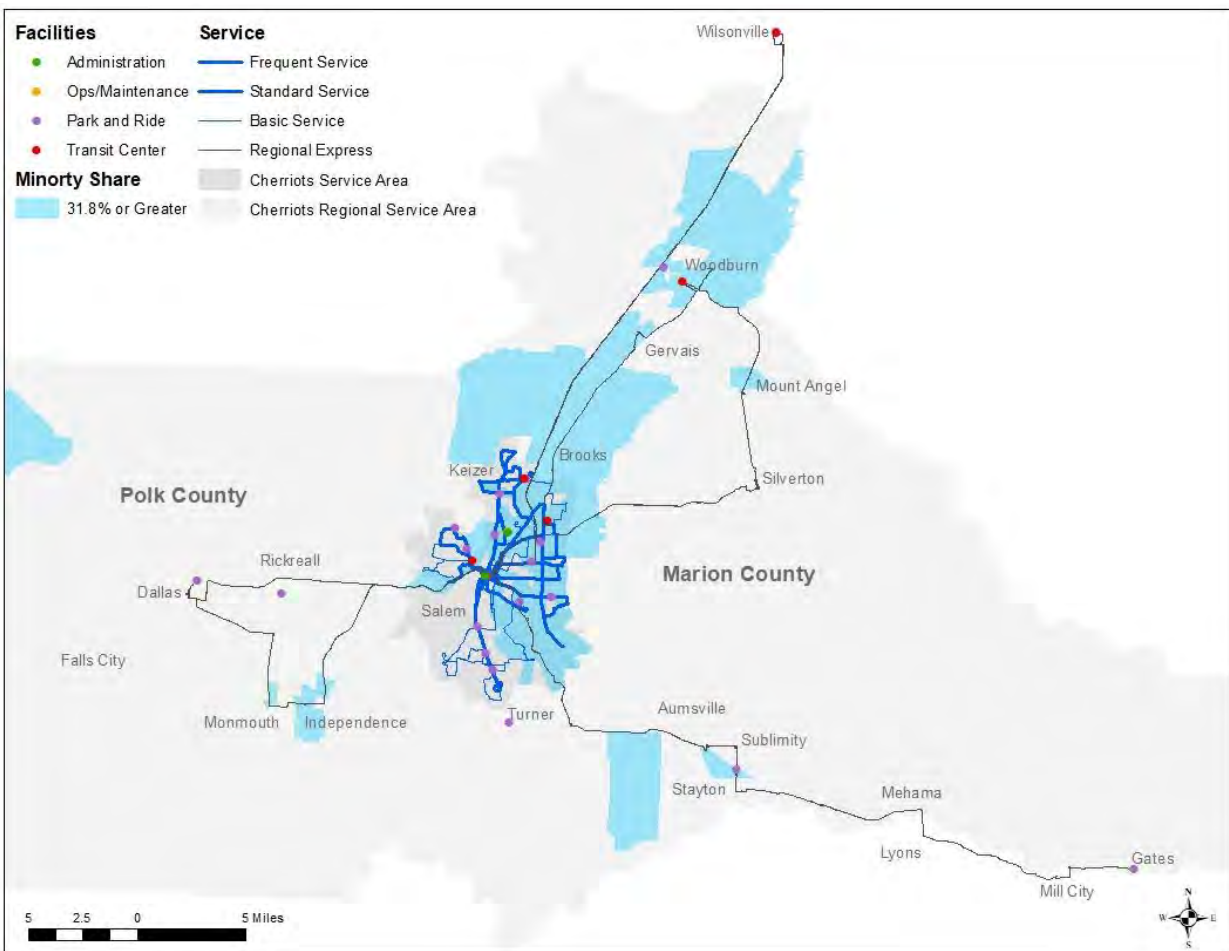


**Source:** ACS 2014-18, Table C16001.

## Facilities

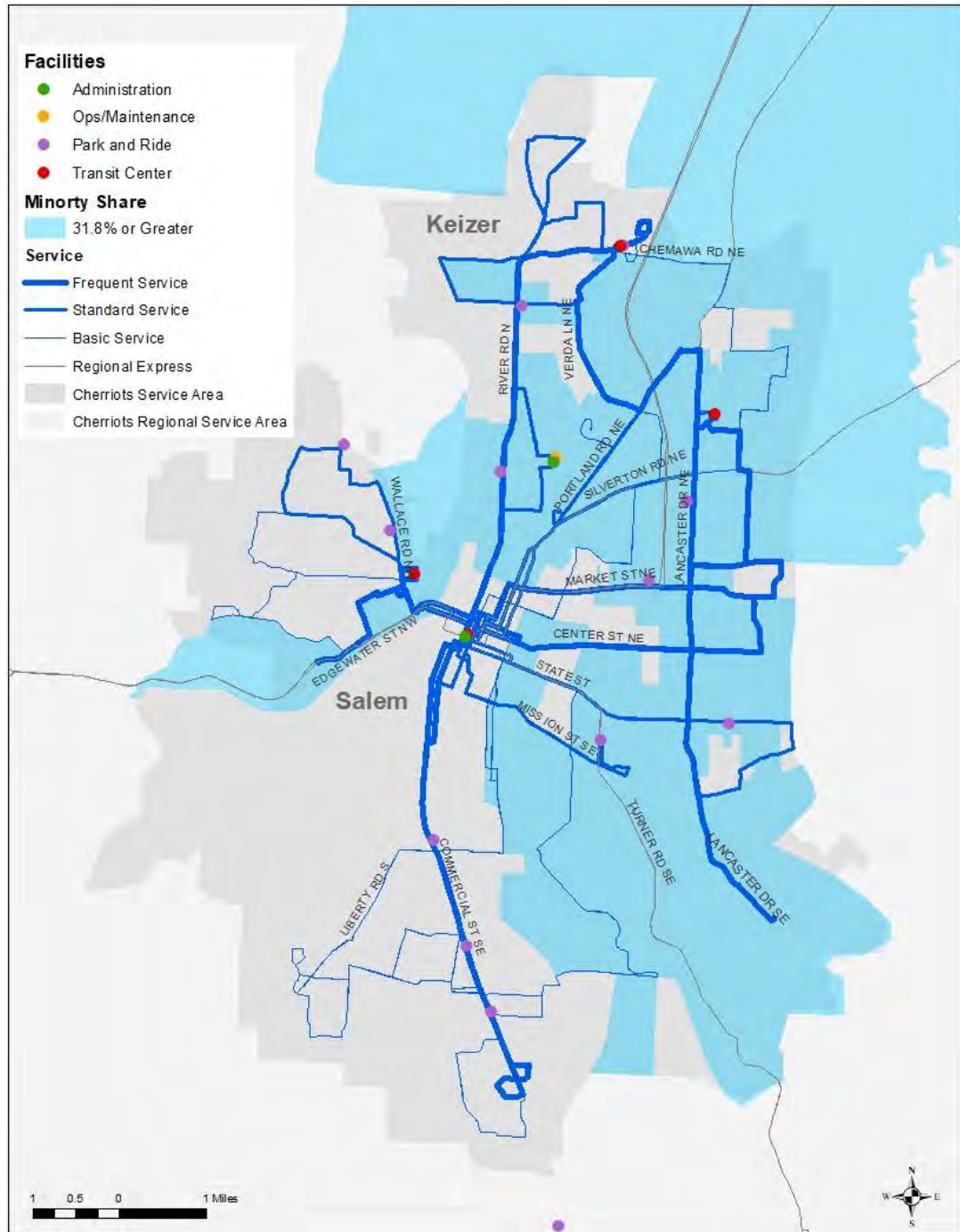
Figures V-11 through V-14 below display SAMTD facilities and facilities owned by other public or private entities but served by Cherriots buses, including administrative offices, operations and maintenance facilities, park and ride locations, and transit centers. Overlays include minority populations and low-income populations.

**Figure V- 11.** Current SAMTD facilities and facilities owned by other public or private entities but served by Cherriots buses in relation to U.S. Census block groups with greater than average minority populations (Marion and Polk counties)



**Source:** ACS 2014-18, Table B03002.

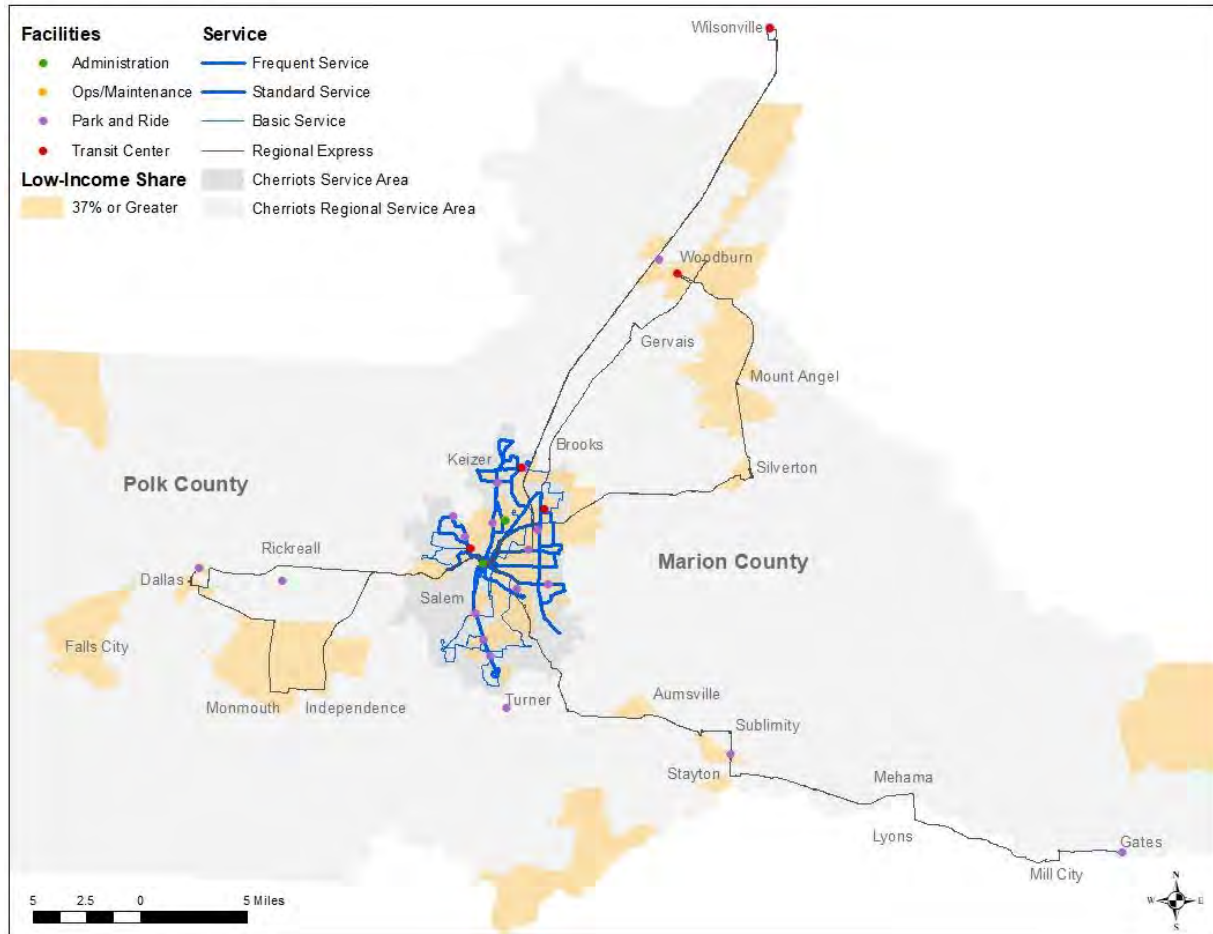
**Figure V- 12.** Current SAMTD facilities and others that are publicly or privately owned served by Cherriots buses in relation to block groups with greater than average minority populations (Salem and Keizer)



**Source:** ACS 2014-18, Table B03002.

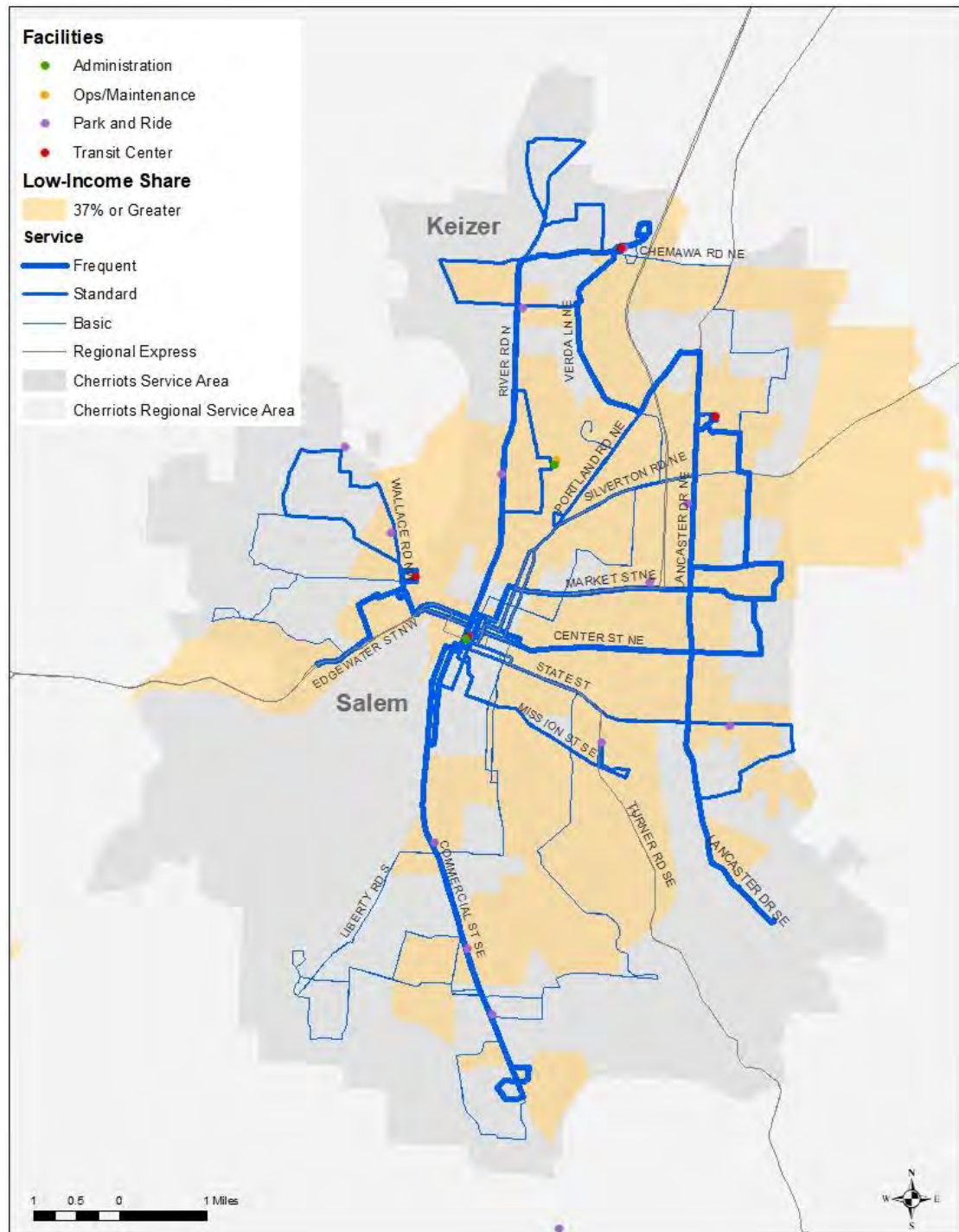


**Figure V- 13.** Low-income (200 percent FPL) populations in relation to current SAMTD facilities and facilities belonging to other public and private entities, which are served by Cherriots buses (Marion and Polk counties)



**Source:** ACS 2014-18, Table C17002.

**Figure V- 14.** Low-income (200 percent FPL) populations in relation to current SAMTD facilities and facilities belonging to other public and private entities, which are served by Cherriots buses (Salem and Keizer)

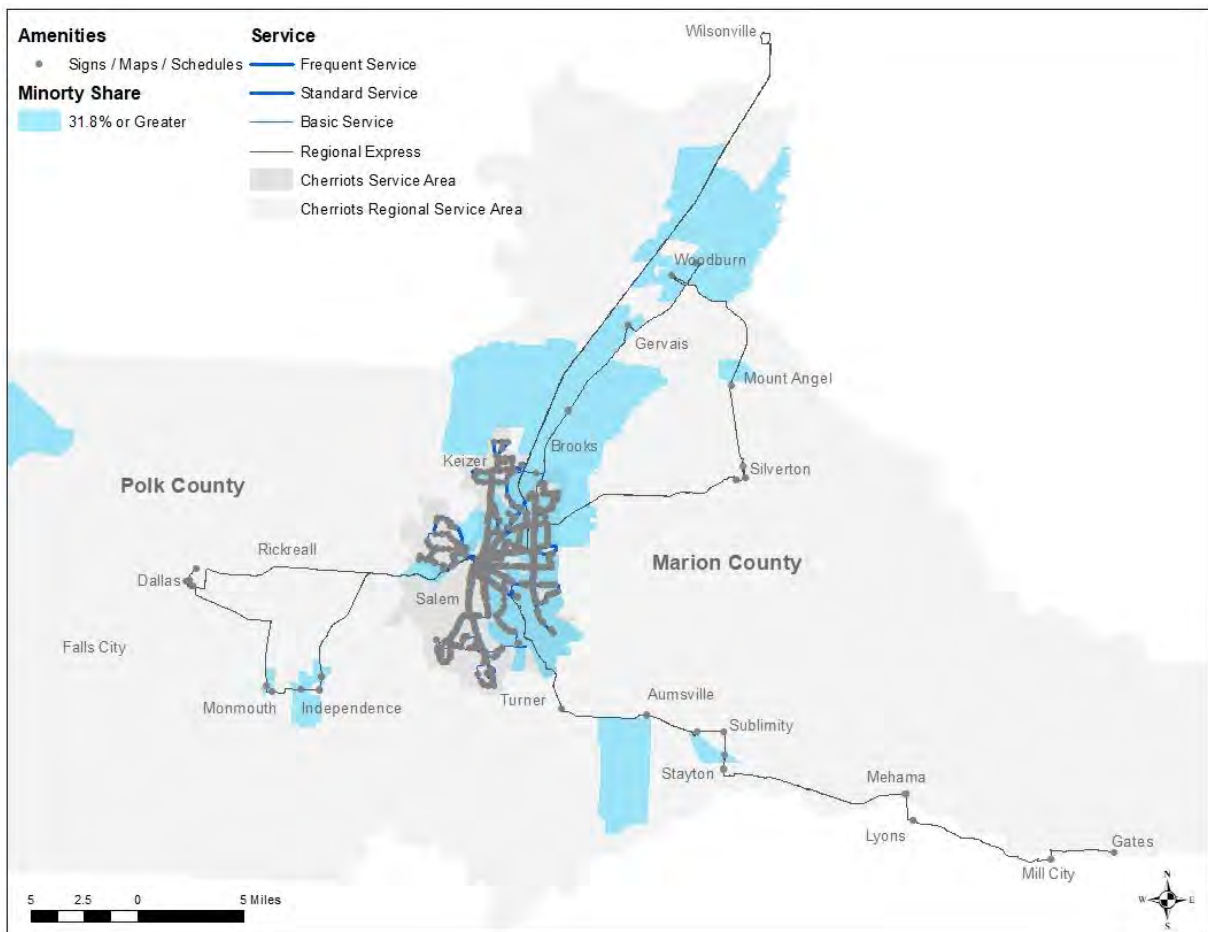


**Source:** ACS 2014-18, Table C17002.

## Amenities – signs, maps, and schedules

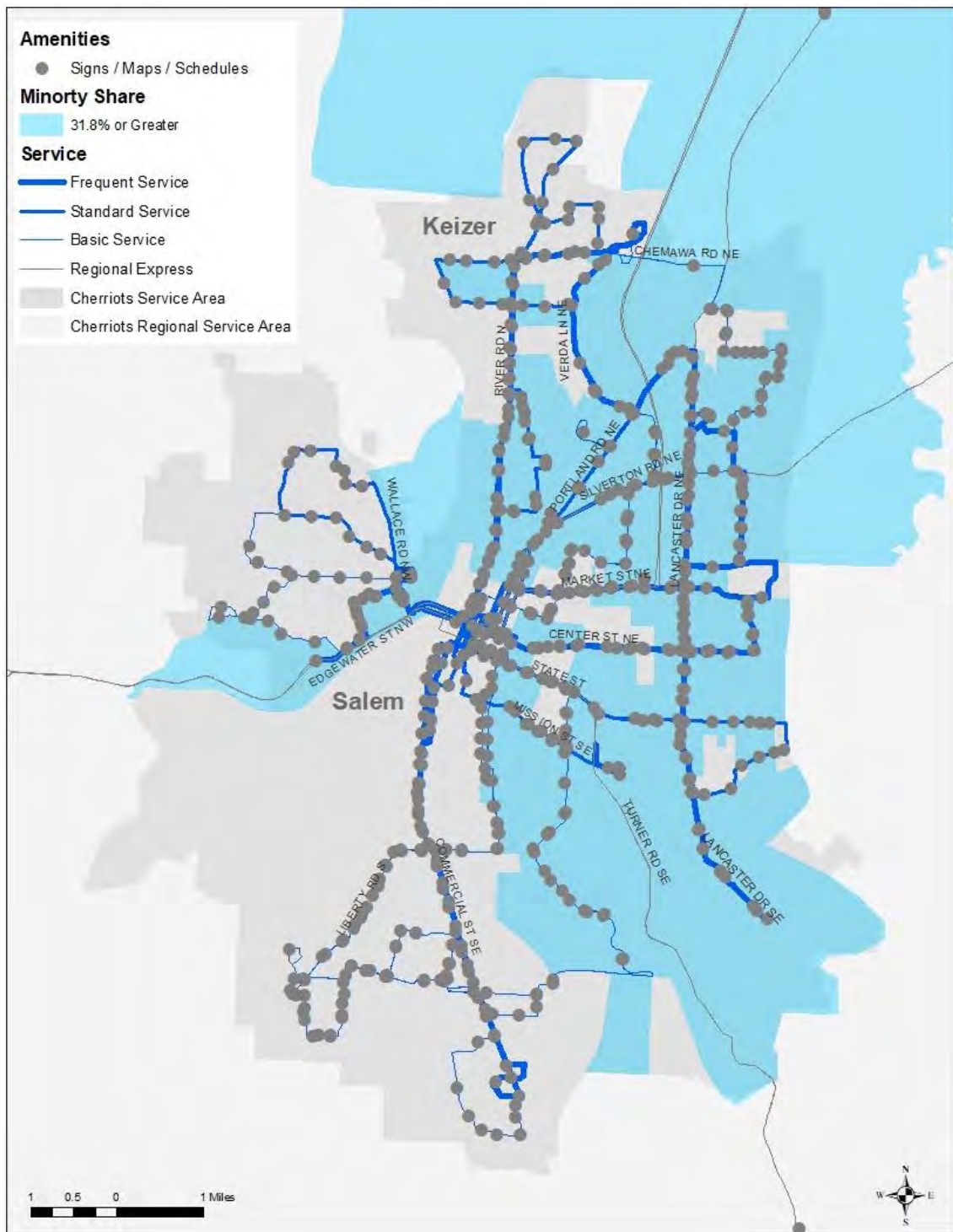
Figures V-15 through V-18 below display SAMTD signs, maps, and schedules. This includes bus stop signs, shelter schedules, and schedule racks with print schedules located throughout the region.

**Figure V- 15.** Signs, maps, and schedules in relation to block groups with greater than average minority populations (Marion and Polk counties)



**Source:** ACS 2014-18, Table B03002.

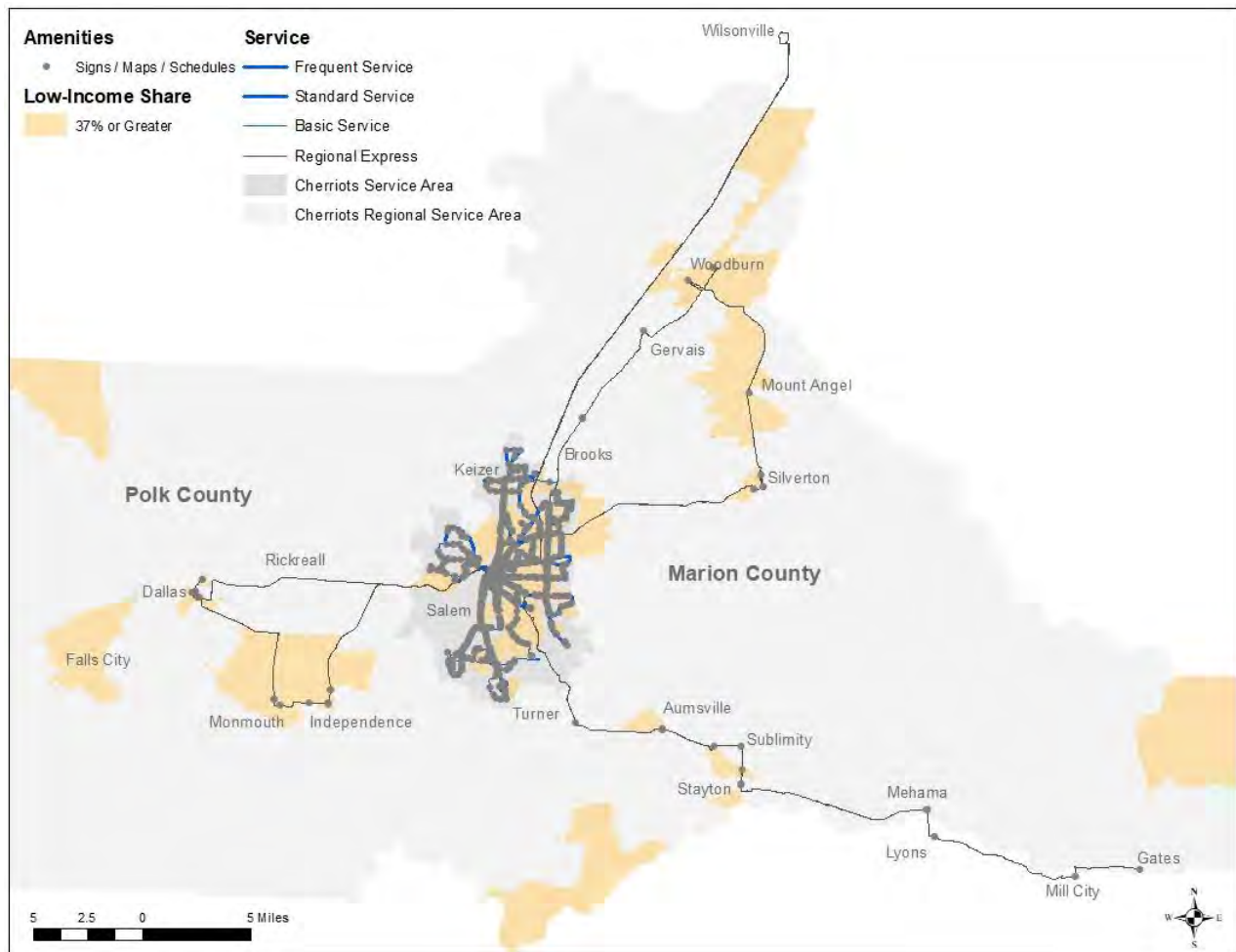
**Figure V- 16.** Signs, maps, and schedules in relation to block groups with greater than average minority populations (Salem and Keizer)



**Source:** ACS 2014-18, Table B03002.

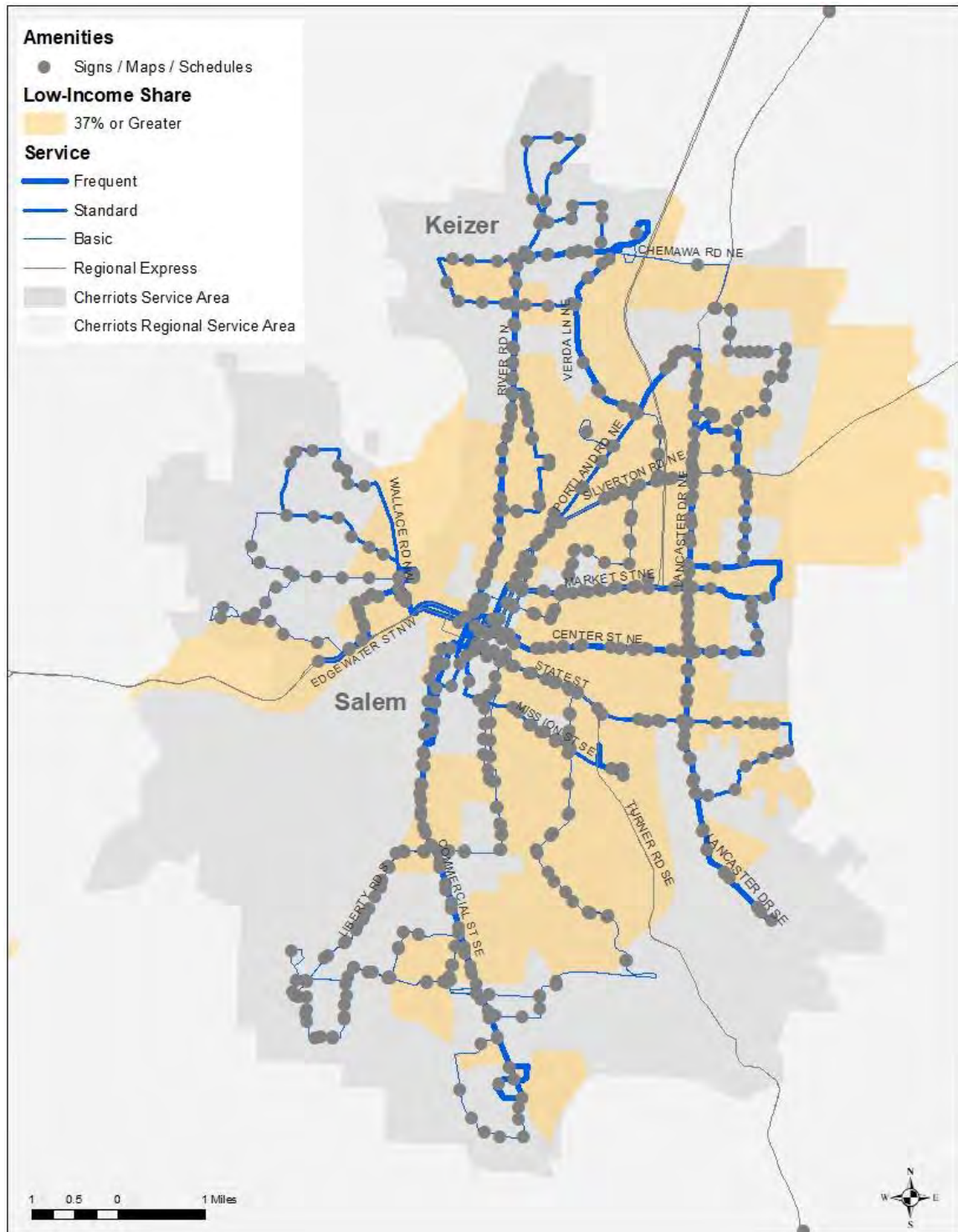


**Figure V- 17.** Signs, maps, and schedules in relation to block groups with greater than average low-income (200 percent FPL) populations (Marion and Polk counties)



**Source:** ACS 2014-18, Table C17002.

**Figure V- 18.** Signs, maps, and schedules in relation to block groups with greater than average low-income (200 percent FPL) populations (Salem and Keizer)

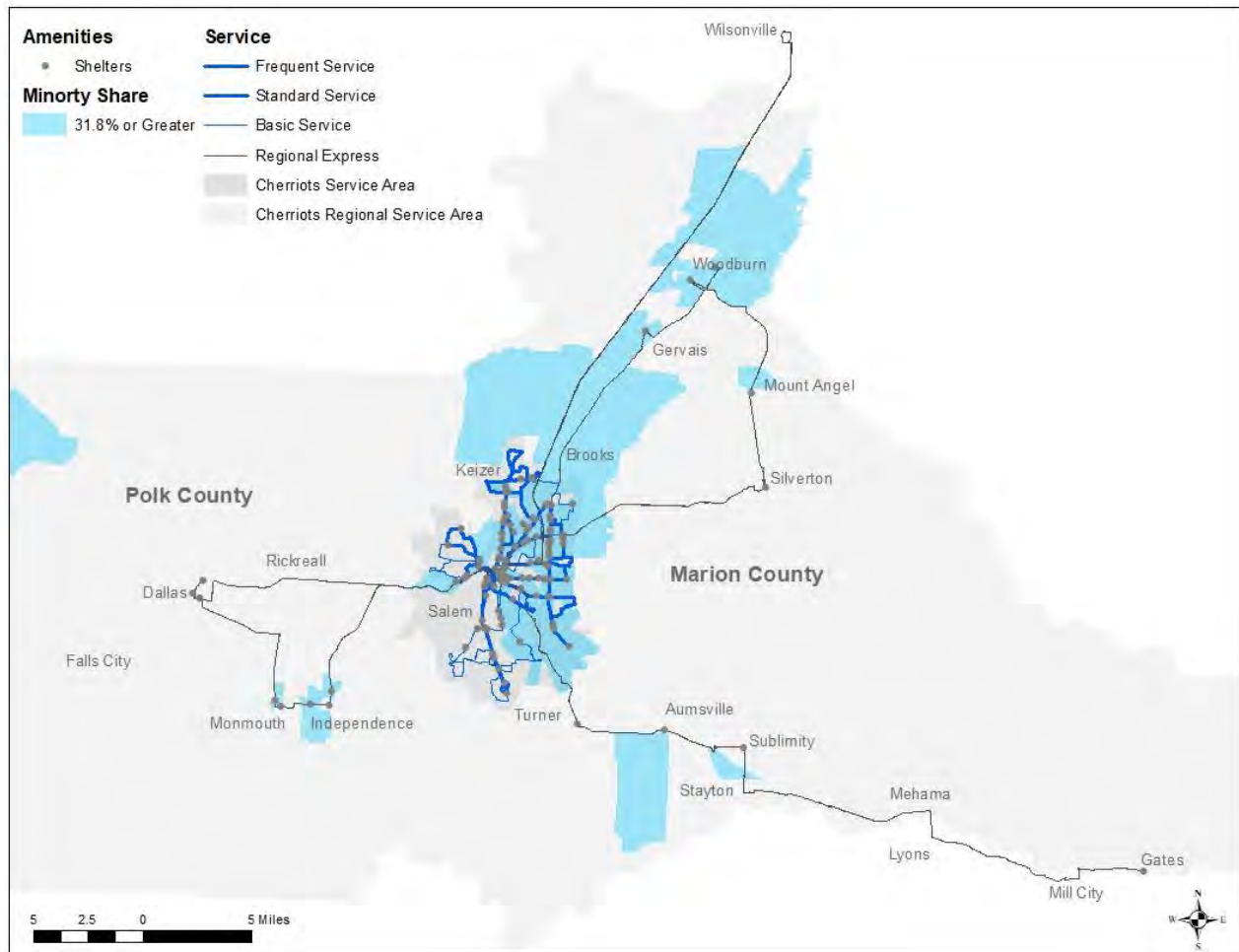


**Source:** ACS 2014-18, Table C17002.

## Amenities – shelters

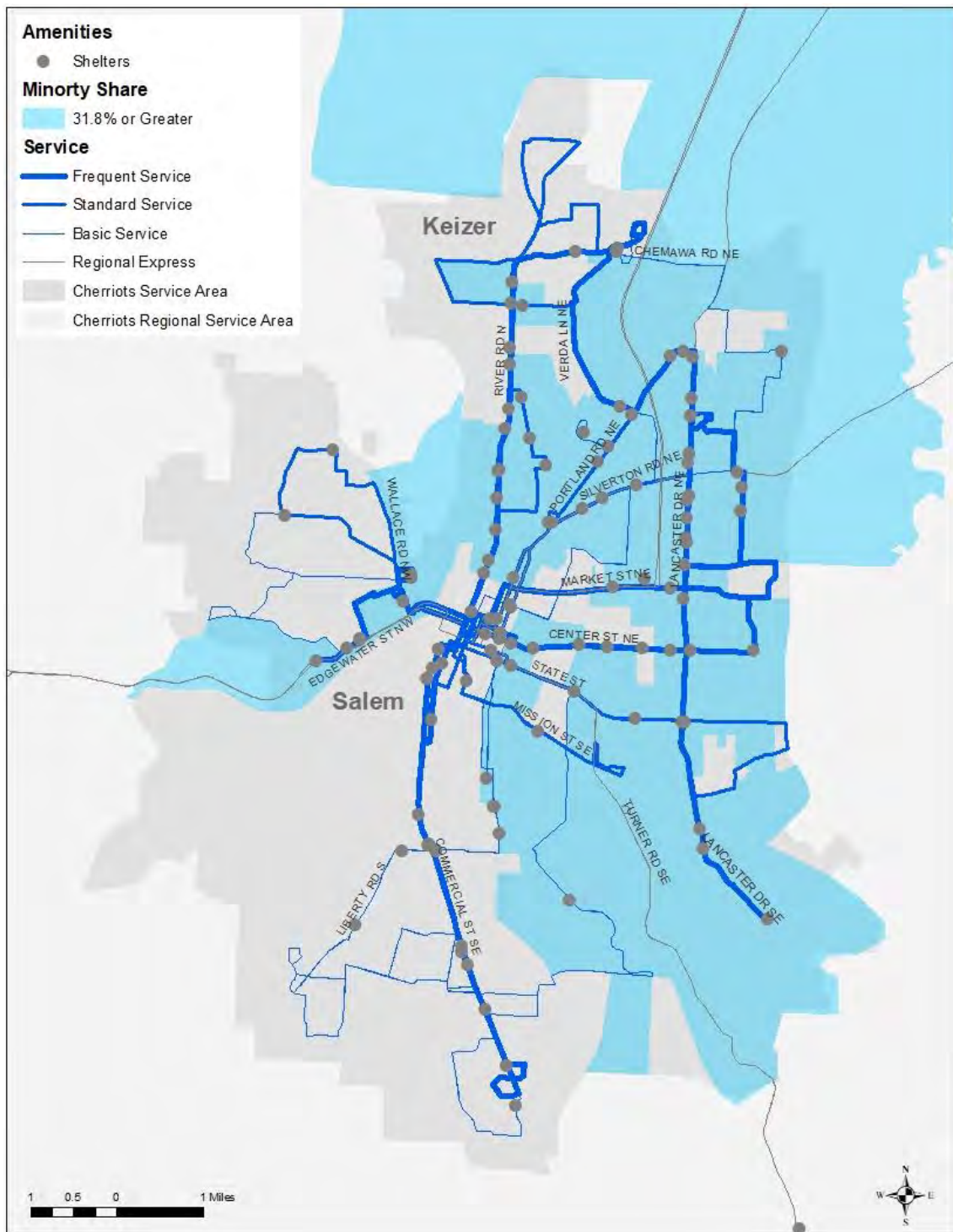
Figures V-19 through V-22 below display all SAMTD shelters and shelters belonging to other transit agencies and institutions that service SAMTD stops.

**Figure V- 19.** Transit shelters in relation to block groups with greater than average minority populations (Marion and Polk counties)



**Source:** ACS 2014-18, Table B03002.

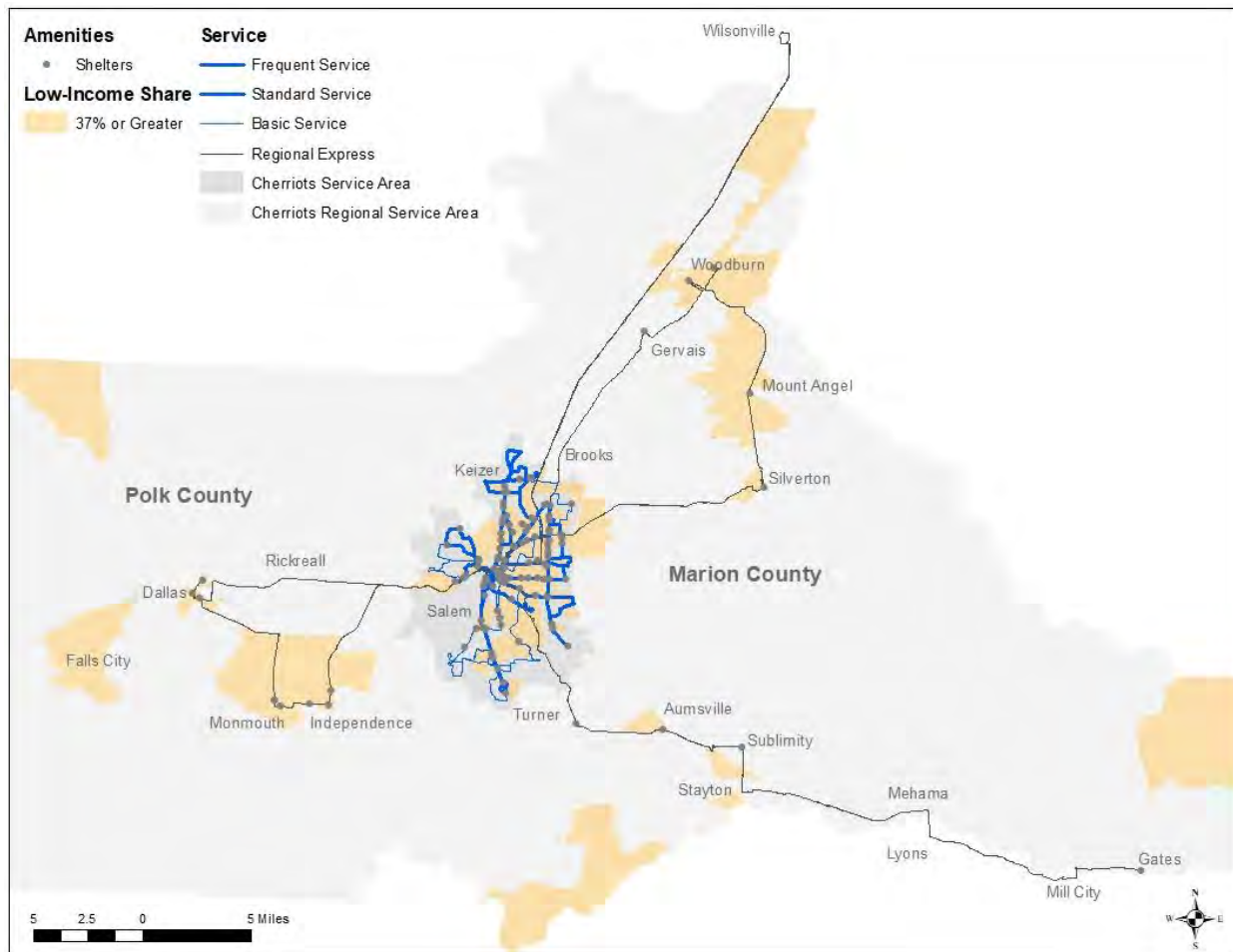
**Figure V- 20.** Transit shelters in relation to block groups with greater than average minority populations (Salem and Keizer)



**Source:** ACS 2014-18, Table B03002.

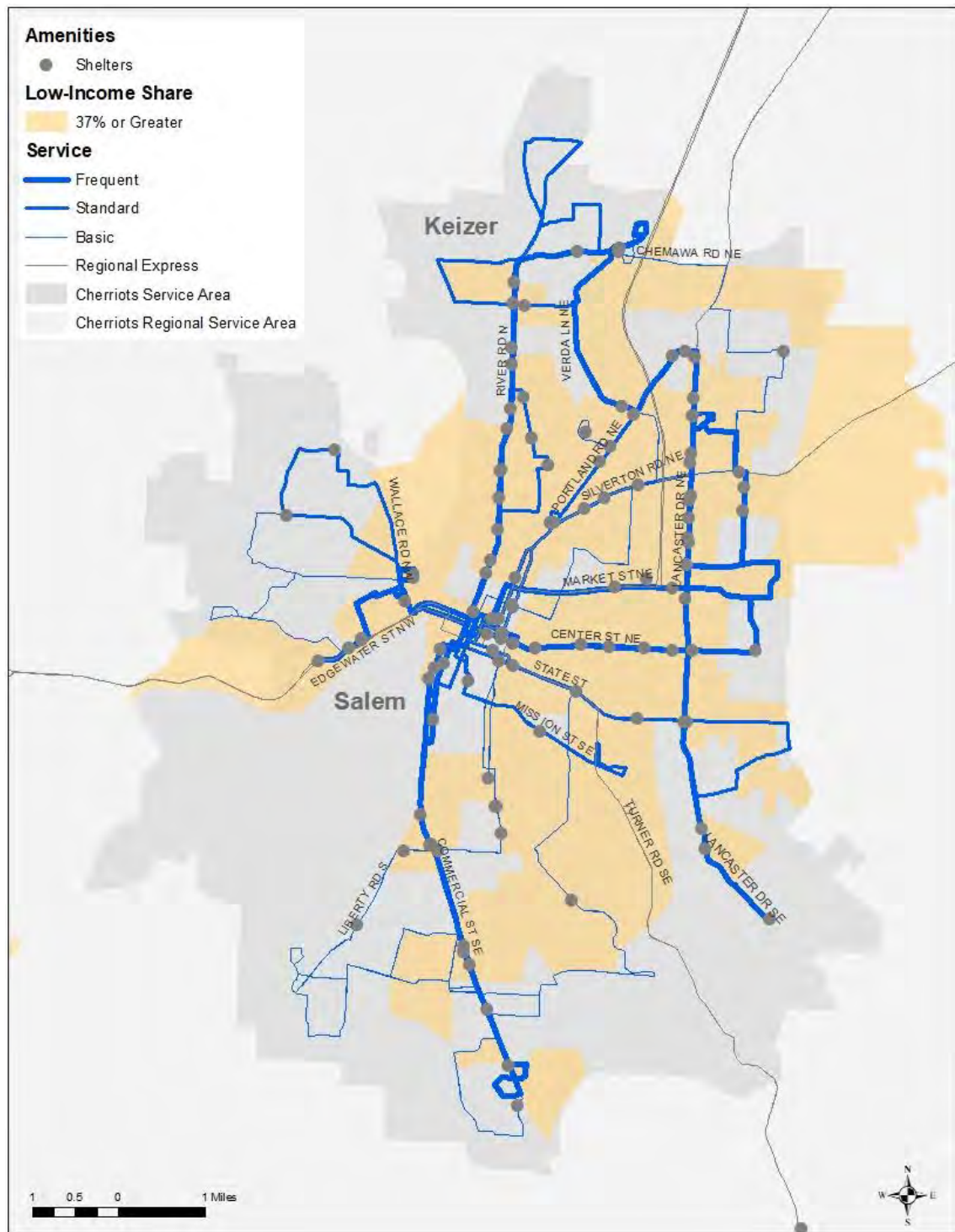


**Figure V- 21.** Transit shelters in relation to block groups with greater than average low-income (200 percent FPL) populations (Marion and Polk counties)



**Source:** ACS 2014-18, Table C17002.

**Figure V- 22.** Transit shelters in relation to block groups with greater than average low-income (200 percent FPL) populations (Salem and Keizer)

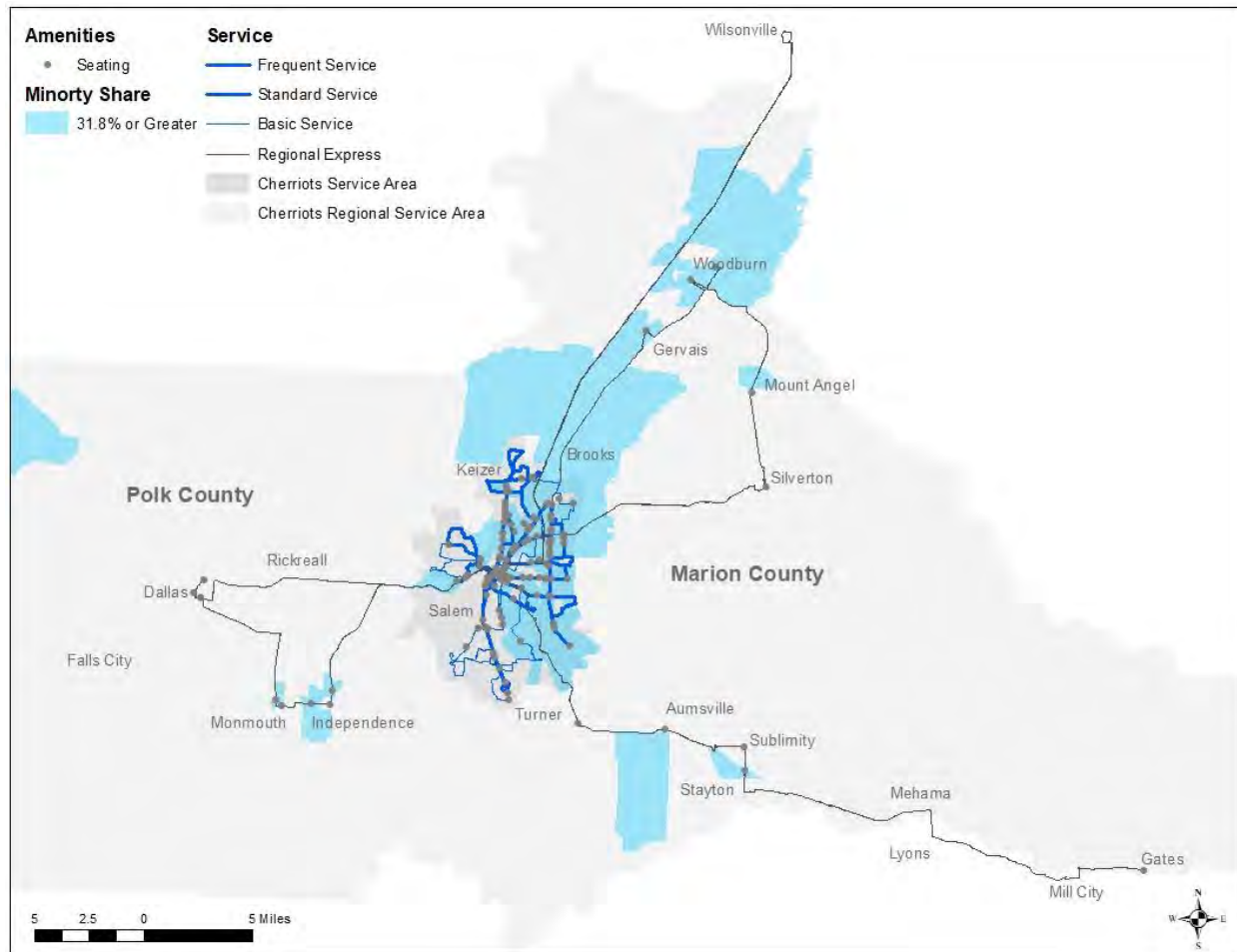


**Source:** ACS 2014-18, Table C17002.

## Amenities – seating

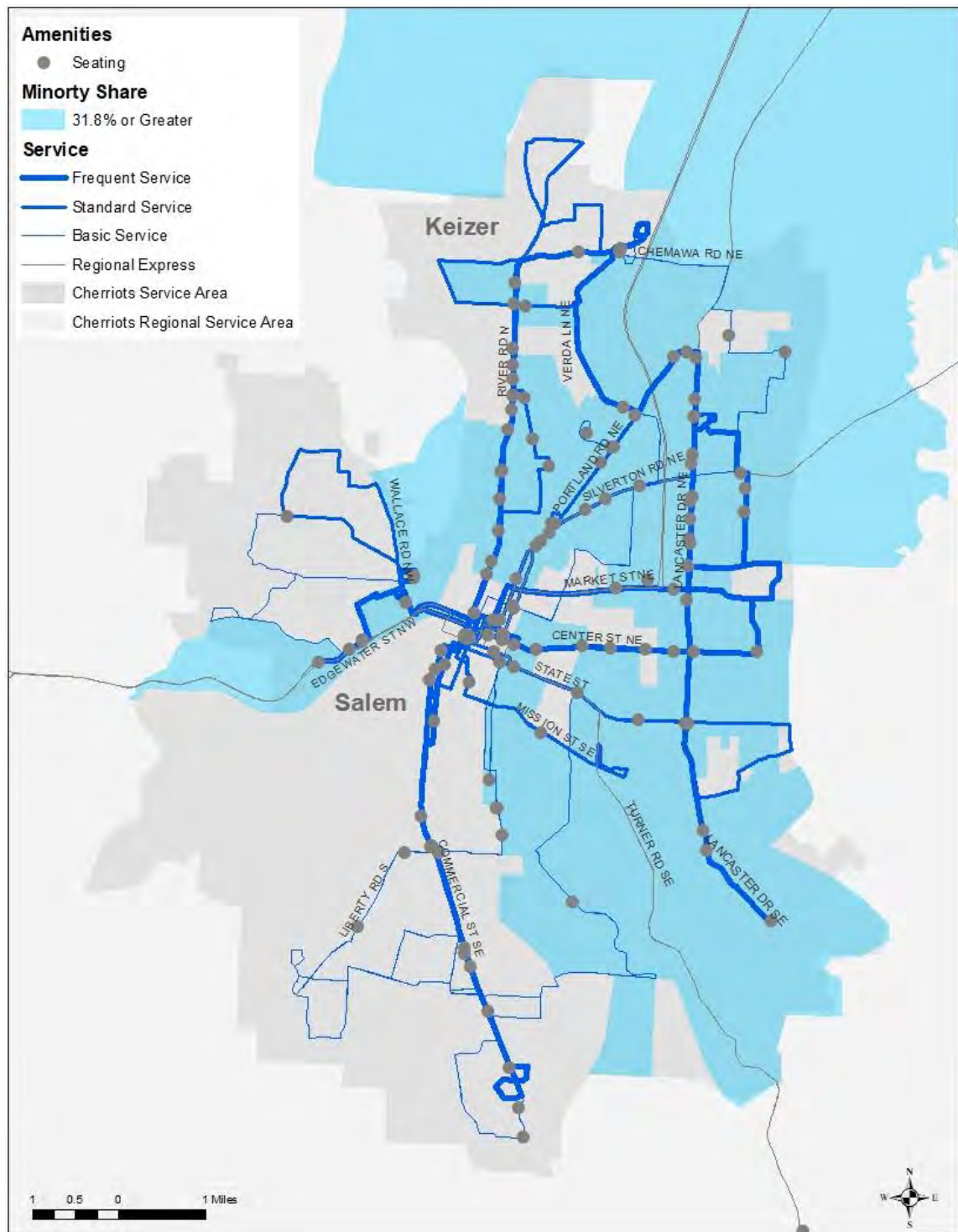
Figures V-23 through V-26 below display all SAMTD seating, including benches in shelters, stand-alone benches, and simme-seats.

**Figure V- 23.** Seating in relation to block groups with greater than average minority populations (Marion and Polk counties)



**Source:** ACS 2014-18, Table B03002.

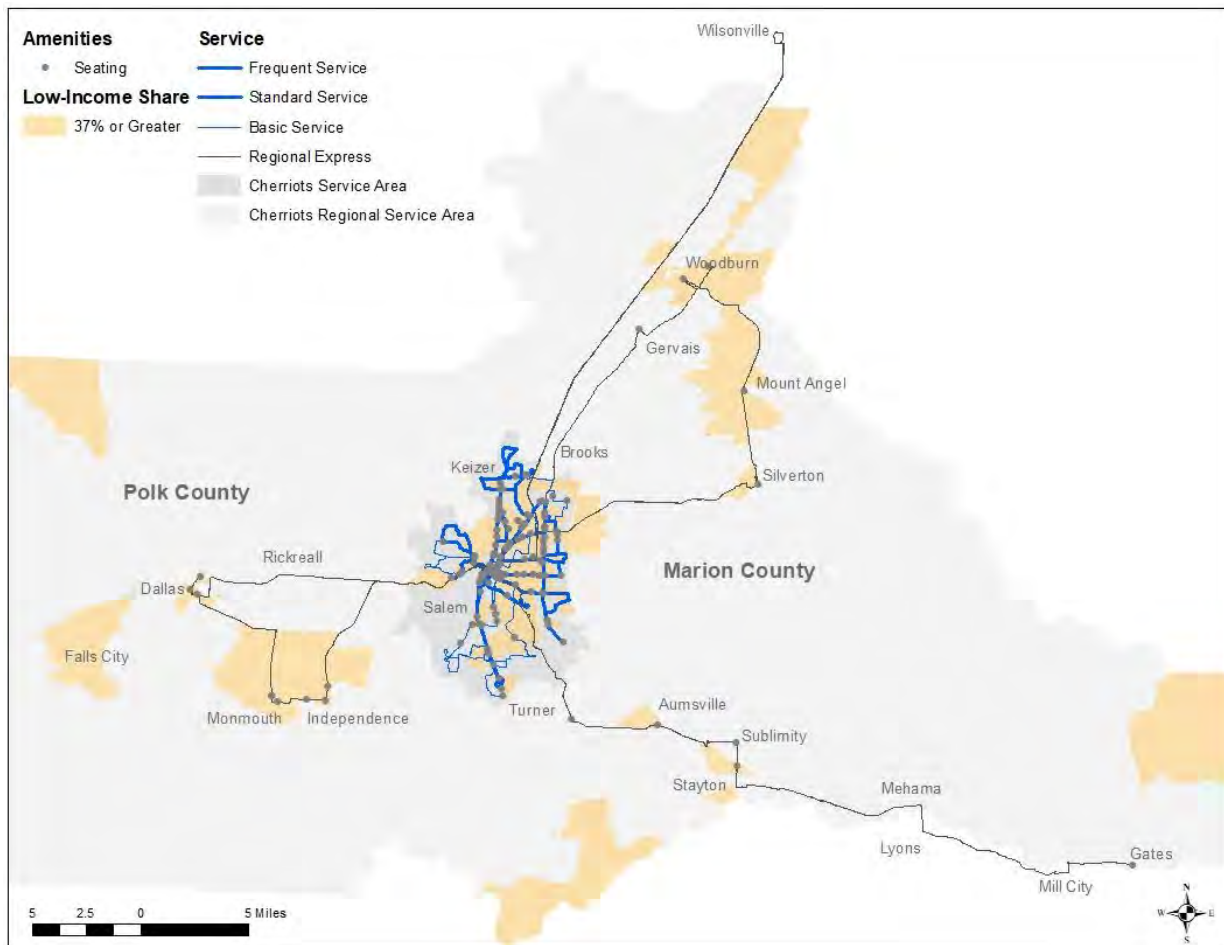
**Figure V- 24.** Seating in relation to block groups with greater than average minority populations (Salem and Keizer)



**Source:** ACS 2014-18, Table B03002.

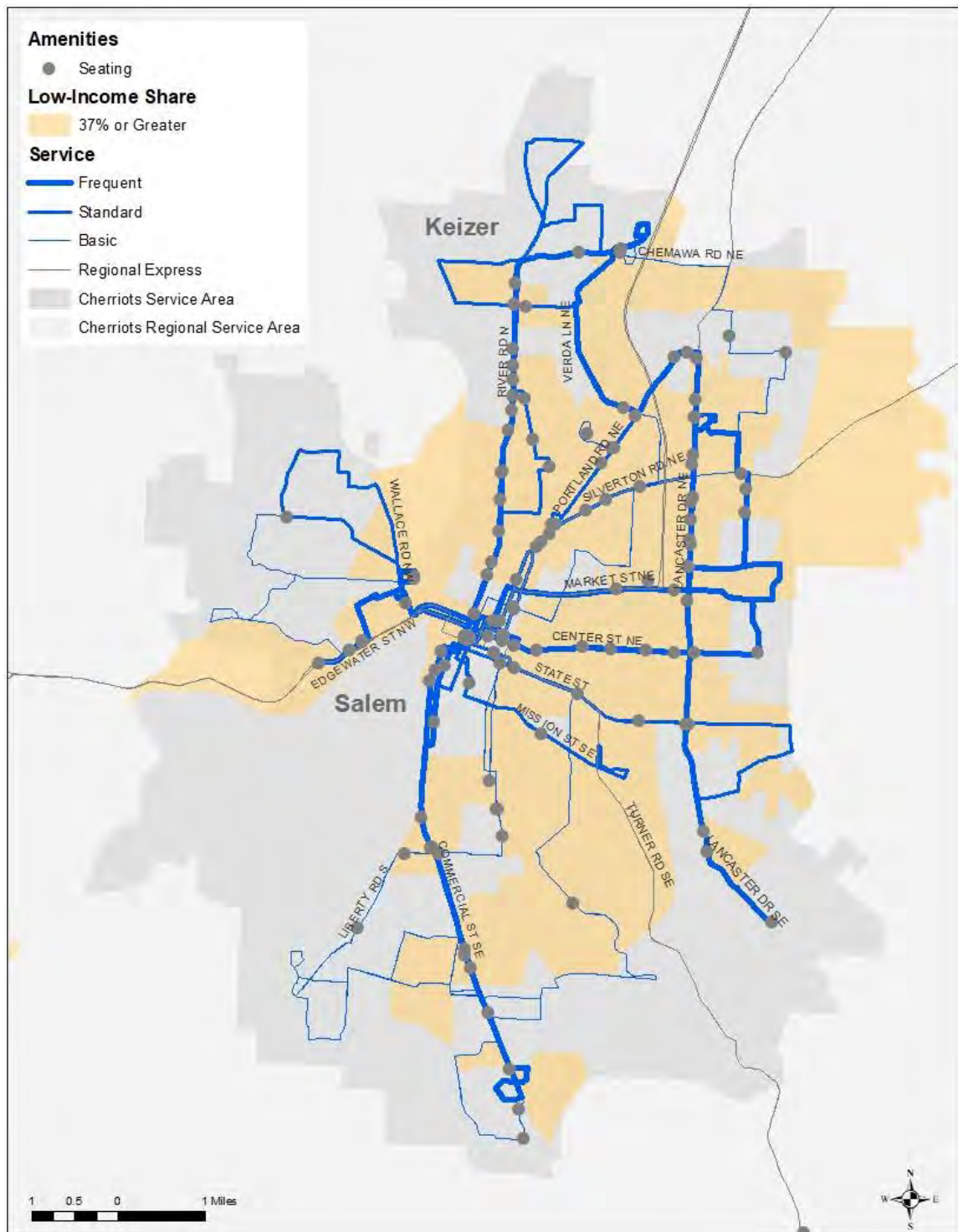


**Figure V- 25.** Seating in relation to block groups with greater than average low-income (200 percent FPL) populations (Marion and Polk counties)



**Source:** ACS 2014-18, Table C17002.

**Figure V- 26.** Seating in relation to block groups with greater than average low-income (200 percent FPL) populations (Salem and Keizer)

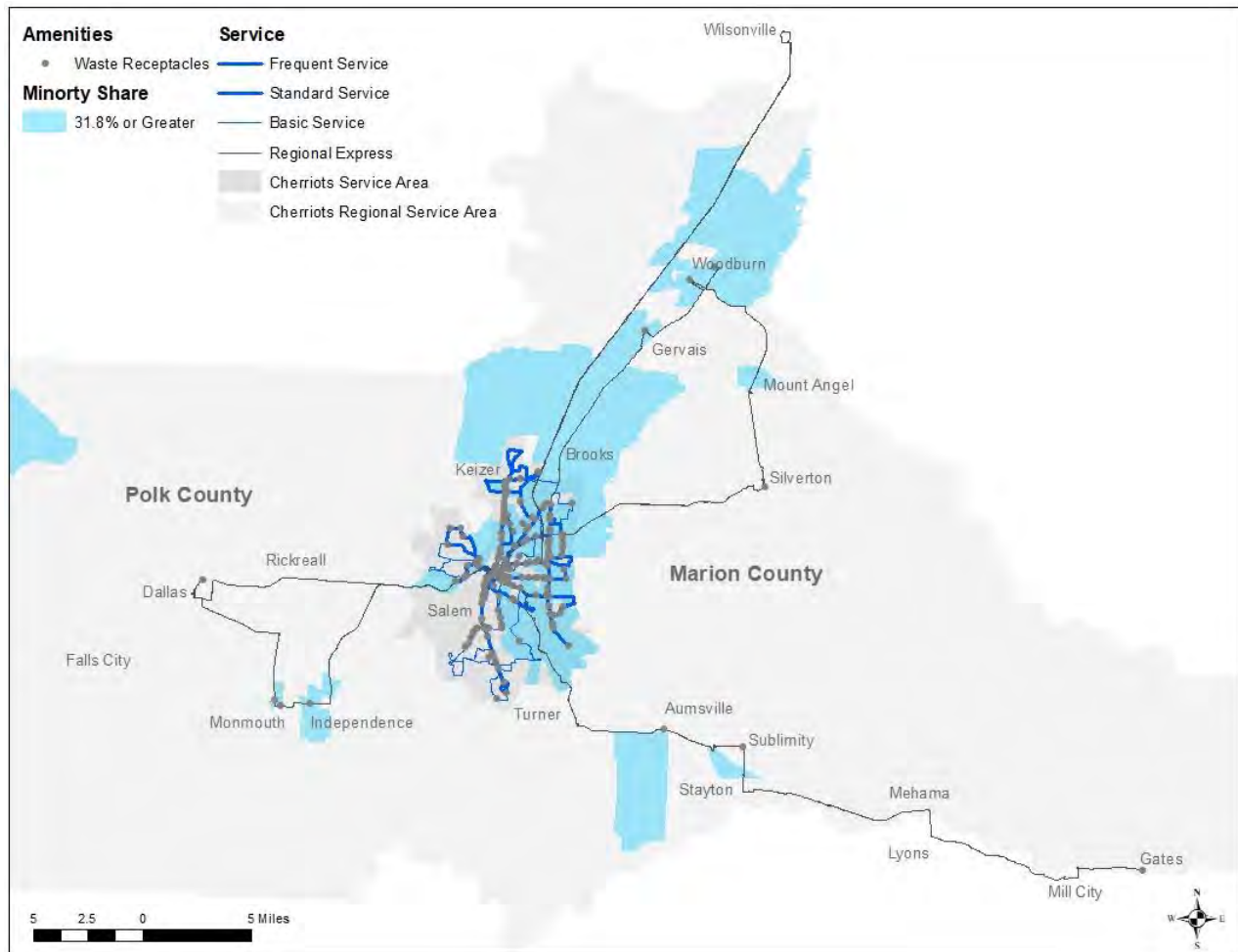


**Source:** ACS 2014-18, Table C17002.

## Amenities – waste receptacles

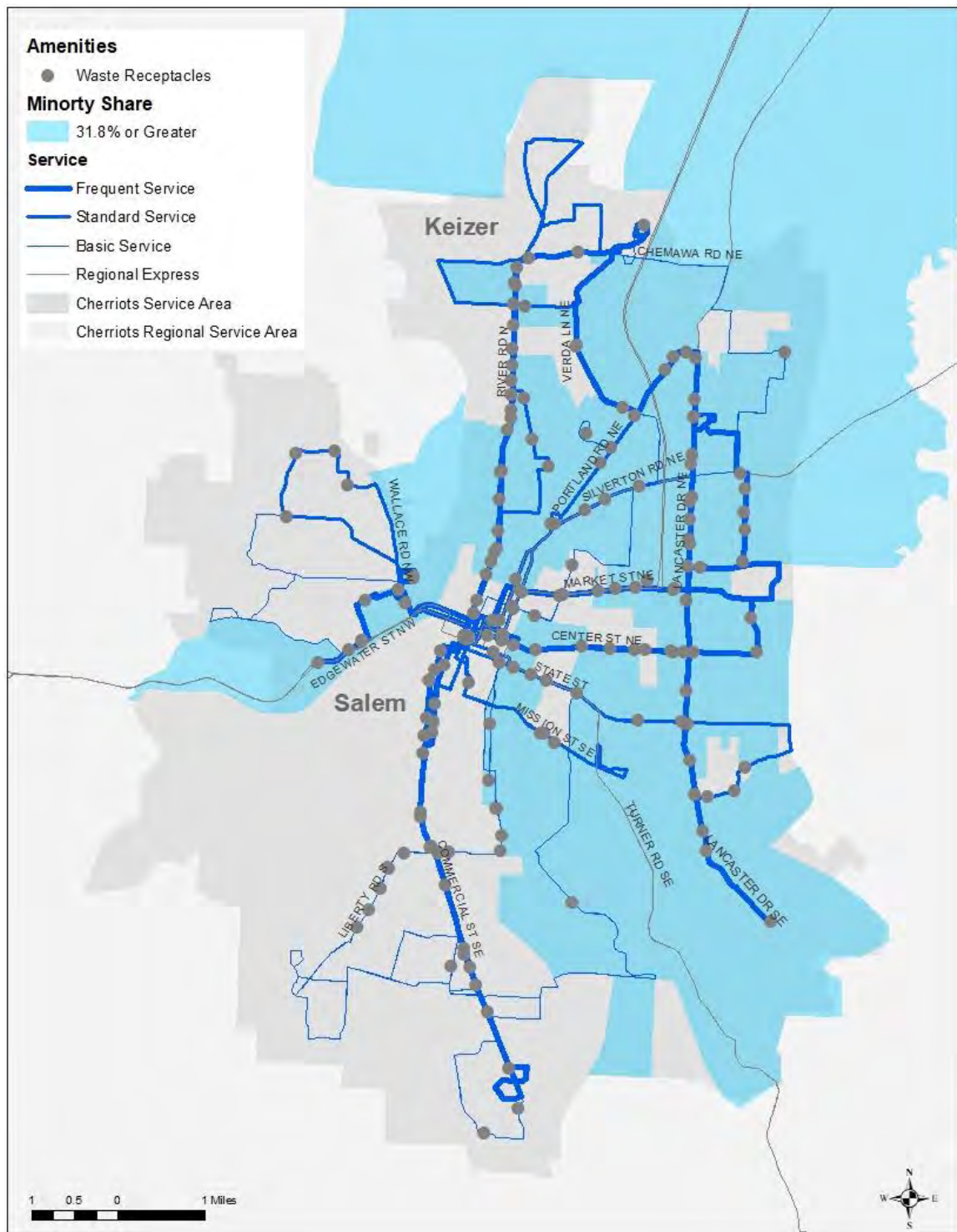
Figures V-27 through V-30 below display all SAMTD waste receptacles, including those in shelters, attached to bus stop poles, and stand-alone waste receptacles.

**Figure V- 27.** Waste receptacles in relation to block groups with greater than average minority populations (Marion and Polk counties)



**Source:** ACS 2014-18, Table B03002.

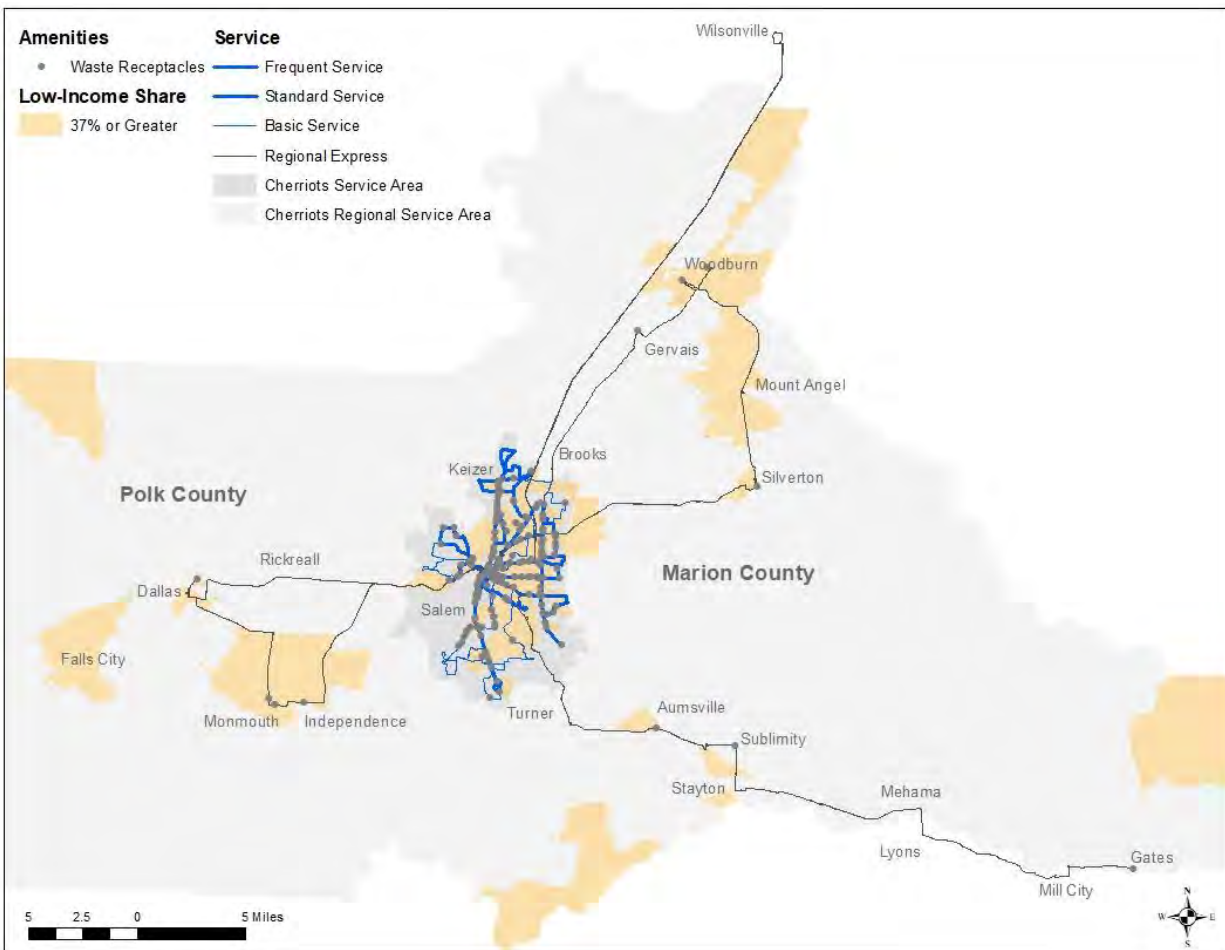
**Figure V- 28.** Waste receptacles in relation to block groups with greater than average minority populations (Salem and Keizer)



**Source:** ACS 2014-18, Table B03002.

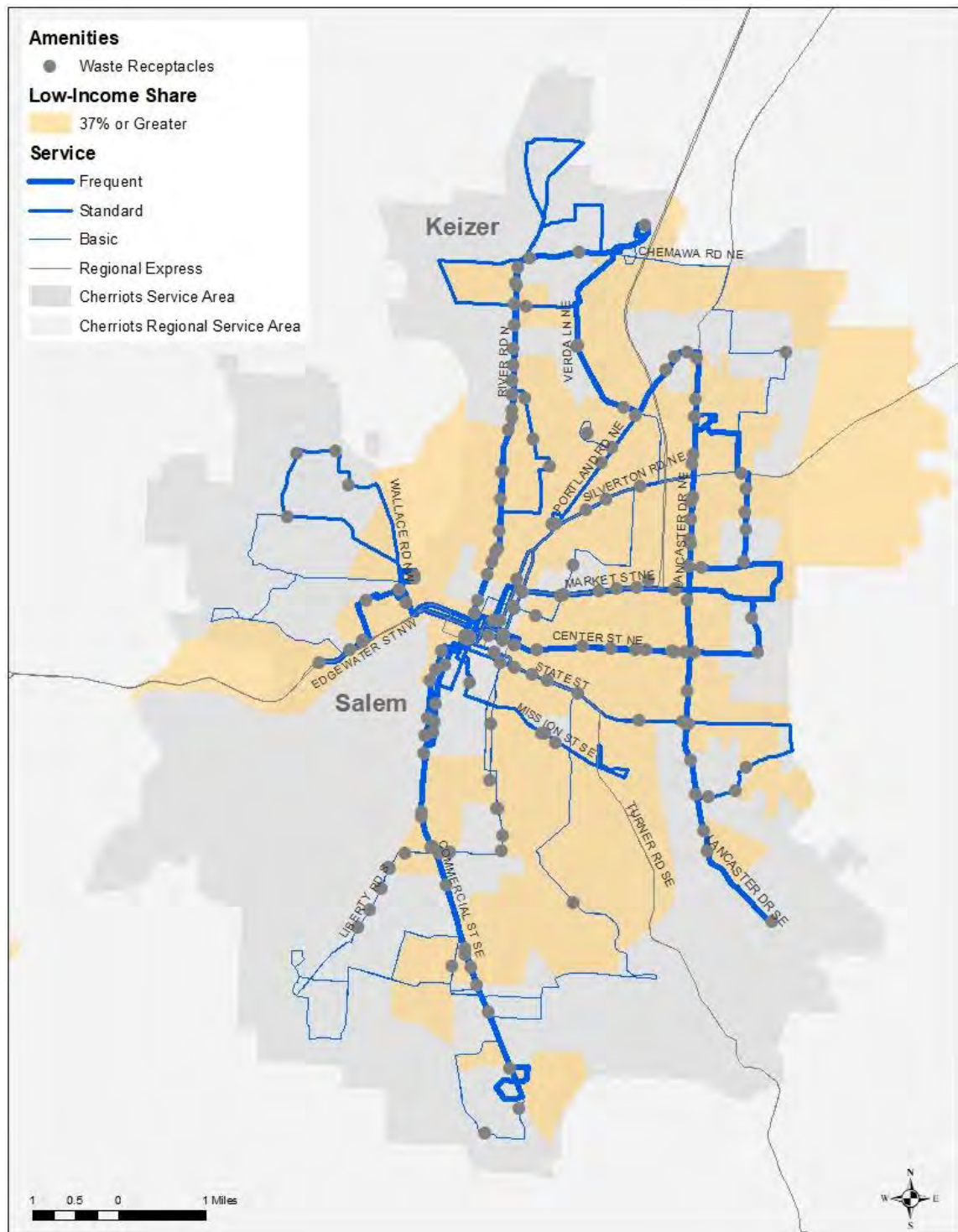


**Figure V- 29.** Waste receptacles in relation to block groups with greater than average low-income (200 percent FPL) populations (Marion and Polk counties)



**Source:** ACS 2014-18, Table C17002.

**Figure V- 30.** Waste receptacles in relation to block groups with greater than average low-income (200 percent FPL) populations (Salem and Keizer)



**Source:** ACS 2014-18, Table C17002.

## **List of Attachments**

- A:** Board Resolution No. 2020-01, adopting the 2020 Title VI update at the May 28, 2020 Board Meeting
- B:** SAMTD Title VI Notice to the Public in English, Spanish, and Russian
- C:** SAMTD Title VI complaint procedure
- D:** SAMTD Title VI complaint form
- E:** Public Participation Plan and Chapter 6 of Cherriots Service Guidelines
- F:** 2017 Needs Assessment Report
- G:** SAMTD Language Assistance Plan
- H:** Policy #710 - Subrecipient monitoring
- I:** Subrecipients' Title VI documentation
- J:** Service equity analysis for A Better Cherriots: Phase I
- K:** Fare equity analysis for June 2019 fare change
- L:** SAMTD Title VI policy documents
- M:** 2016 On-Board Survey Report

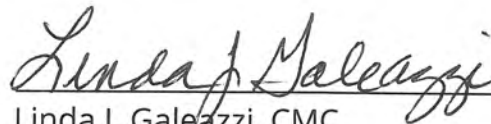
## **Attachment A: Board Resolution No. 2020-01 adopting the 2020 Title VI Program update**

The following is a signed copy of Board Resolution No. 2020-01, which provides proof of the SAMTD Board of Director's approval of the 2020 Title VI Program Update and all of the changed policies and procedures contained in the document. Resolution 2020-01 was signed at the May 28, 2020 Board Meeting.



## CERTIFICATION

The undersigned duly qualified and acting Secretary of the Salem Area Mass Transit District Board of Directors certifies that the foregoing is a true and correct copy of Resolution #2020-01 adopted at a legally-convened meeting of the Salem Area Mass Transit District held on the 28th day of May, 2020.



Linda J. Galeazzi, CMC  
Recording Secretary

## **Resolution No. 2020-01**

### **2020 TITLE VI PROGRAM FOR SALEM AREA MASS TRANSIT DISTRICT**

**WHEREAS**, the Salem Area Mass Transit District, hereafter referred to as "District," is required under Federal regulations as a designated recipient of Federal funds, to submit a Title VI Program under FTA circular 4702.1B; and,

**WHEREAS**, FTA rules and regulations contained in 49 USC §5307 (c)(1)(i) define what a fare change and Major Service Change are, and the minimum circumstances under which a Disparate Impact and Disproportionate Burden Analysis is required; and,

**WHEREAS**, the District is required to conduct a prescribed Disparate Impact and Disproportionate Burden Analysis in the event of certain Major Service Changes or increases or decreases to transit fares; and,

**WHEREAS**, system-wide service standards and policies must be in place in order to comply with Title VI rules and regulations; and,

**WHEREAS**, the District has occasion to affect changes to its fares and/or its transit services to carry out its mission; and,

**WHEREAS**, a public hearing is required by the Federal Transit Administration (FTA) in the event of Major Service Changes that call for a reduction in transit service or any increase to transit fares; and,

**WHEREAS**, the District wishes to ensure that the public has ample opportunity to participate in the consideration of the change of transit fares, and in the planning and implementation of Major Service Changes, consistent with Federal regulations; and,

**WHEREAS**, the District wishes to ensure that people living under 200 percent of the Federal Poverty Level (FPL) do not bare any more burden of an increase in fares or in the event of a Major Service Change than those above 200 percent of FPL;


**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF SALEM AREA MASS TRANSIT DISTRICT;**

**THAT**, the Board adopt Resolution No. 2020-01 to approve the 2020 Title VI Program as written; and direct the General Manager to submit the document to the Federal Transit Administration by June 1, 2020 as is required by federal rules and regulations.

**ADOPTED** by the Board of Directors on the 28<sup>th</sup> day of May, 2020, and effective thereupon.

**ATTEST:**

  
Secretary/Clerk of the Board  
Board of Directors

  
President  
Board of Directors

## **Attachment B: Title VI Notice to the Public**

The following document is a copy of the SAMTD Title VI Notice to the Public, which is posted in English, Spanish, and Russian on all Cherriots Local, Cherriots Regional, Cherriots Shop and Ride, Cherriots LIFT buses as well as at Transit Centers and on Cherriots.org.

## **Cherriots**

### **Title VI Civil Rights Statement**

#### **Cherriots Respects Civil Rights**

Cherriots operates its programs without regard to race, color, national origin, religion, sex, sexual orientation, gender identity, marital status, age, disability, or income status in accordance with Title VI of the Civil Rights Act, ORS Chapter 659A.400 – 659A.417, or other applicable law. For more information contact 503-588-2424 (TTY 1-800-735-2900 Oregon Relay network) or email [info@cherriots.org](mailto:info@cherriots.org).

#### **Cherriots Title VI Statement**

Title VI of the Civil Rights Act of 1964 states:

"No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance."

Cherriots is committed to complying with the requirements of Title VI in all of its federally funded programs and activities.

#### **Making a Title VI complaint**

Any person who believes he or she has been aggrieved by an unlawful discriminatory practice under Title VI may file a complaint with Cherriots. Any such complaint must be in writing and filed with Cherriots within 180 days following the date of the alleged discriminatory occurrence. For information on how to file a complaint, visit [Cherriots.org/civilrights](http://Cherriots.org/civilrights) or contact Cherriots by any of the methods provided below.

## **Mail**

Stephen Dickey – Civil Rights Officer  
Cherriots  
555 Court Street NE, Suite 5230  
Salem, OR 97301

## **Phone**

503-588-2424

## **Fax**

503-566-3933

## **Email**

[info@cherriots.org](mailto:info@cherriots.org)

## **Cherriots**

### **Declaración de los Derechos Civiles del Título VI**

#### **Cherriots Respeta los Derechos Civiles**

Cherriots opera sus programas sin tomar bajo su consideración raza, color, origen nacional, religión, sexo, orientación sexual, identidad de género, estadomarital, edad, ni discapacidades de acuerdo con el Título VI del Acta de los Derechos Civiles, ORS Capitulo 659A.400 – 659A.417, o con cualquier otra ley pertinente. Para más información llame al 503-588-2424 (TTY 1-800-735-2900 Oregon Relay network) o por correo electrónico:

[info@cherriots.org](mailto:info@cherriots.org).

#### **Declaración de Políticas del Título VI de Cherriots**

El Título VI de la Ley de Derechos Civiles de 1964 establece que:

"Ninguna persona en los Estados Unidos, por causa de su raza, color o nacionalidad, deberá ser excluida de participar en cualquier programa o actividad que reciba asistencia financiera federal, ni se le negarán los beneficios ni será discriminado en dichos programas o actividades."

Cherriots se compromete a cumplir con los requisitos del Título VI en todos los programas y actividades subvencionados federalmente.

#### **Quejas del Título VI**

Cualquier persona que crea haber sido agraviada por una práctica discriminatoria ilegal según el Título VI puede presentar una queja ante Cherriots. Dicha queja se debe realizar por escrito y se debe presentar ante Cherriots dentro de los 180 días posteriores a la fecha en la que ocurrió la presunta discriminación. Para obtener información sobre cómo presentar una queja, visite [Cherriots.org/es/civilrights](http://Cherriots.org/es/civilrights) o comuníquese con Cherriots por medio de cualquiera de los métodos que se brindan a continuación.

**Correo**

Stephen Dickey – Civil Rights Officer  
Cherriots  
555 Court St NE, Suite 5230  
Salem, OR 97301

**Teléfono**

503-588-2424

**Fax**

503-566-3933

**Correo Electrónico**

[info@cherriots.org](mailto:info@cherriots.org)



## **ТРАНСПОРТНОЕ АГЕНСТВО CHERRIOTS АКТ О ГРАЖДАНСКИХ ПРАВАХ - РАЗДЕЛ VI**

### **Транспортное агентство Cherriots ответственно относится к соблюдению гражданских прав**

Cherriots проводит свои программы не взирая на расу, цвет кожи, семейное положение, возраст, инвалидность или размер дохода в соответствии с Разделом VI о Соблюдении Гражданских Правил, Свод законов штата Орегон (ORS) часть 659A.400 – 659A.417, или других применимых законов. Для дополнительной информации звоните по телефону 503-588-2424 (TTY 1-800-735-2900 Oregon Relay network) или пишите на адрес электронной почты [info@cherriots.org](mailto:info@cherriots.org).

### **АКТ Раздела VI компании Cherriots**

Разделом VI Закона о гражданских правах от 1964 г. устанавливается следующее:

«Ни одно лицо в Соединенных Штатах Америки не может быть исключено из числа участников программ или работ, финансируемых государством, не может получить отказ в получении благ в виду такого участия или подвергаться дискриминации в рамках таких программ или работ на основании расовой принадлежности, цвета кожи или национального происхождения».

Транспортное агентство Cherriots несет обязательства по соблюдению требований Раздела VI при осуществлении всех финансируемых государством программ и работ.

### **Жалоба на несоблюдение требований Раздела VI**

В соответствии с положениями Раздела VI, любое лицо, считающее, что против него был совершен незаконный поступок дискриминационного

характера, может подать жалобу в Транспортное Агенство Cherriots. Подобная жалоба должна быть составлена в письменном виде и подана в Транспортное Агенство Cherriots в течении 180 дней со времени предполагаемого инцидента, связанного с дискриминацией. Для подробной информации или о правильной подаче жалобы, посетите нашу страницу [Cherriots.org/civilrights](http://Cherriots.org/civilrights) или свяжитесь с Транспортным Агенством Cherriots с любым ниже указанным методом.

**По почте**

Stephen Dickey – Civil Rights Officer  
Cherriots  
555 Court St. NE, Ste. 5230  
Salem, OR 97301

**По телефону**

503-588-2424

**По факсу**

503-566-3933

**По электронной почте**

[info@cherriots.org](mailto:info@cherriots.org)

## **Attachment C: Title VI complaint procedure**

The following document is a copy of the SAMTD Title VI complaint procedure, which is available at Customer Service and on [Cherriots.org](http://Cherriots.org).

## **SAMTD Title VI complaint procedure**

Any person who believes that he or she, individually, or as a member of any specific class of persons, has been subjected to discrimination on the basis of race, color or national origin may file a written complaint with Salem Area Mass Transit District (SAMTD), 555 Court St., NE Suite 5230, Salem, Oregon 97301. Complainants have the right to complain directly to the appropriate federal agency. Every effort will be made to obtain early resolution of complaints. The option of informal meeting(s) between the affected parties and the Title VI Officer may be utilized for resolutions. The Title VI Officer will notify SAMTD's General Manager of all Title VI related complaints as well as all resolutions.

### **PROCEDURE**

1. The complaint must meet the following requirements:
  - a. Complaint shall be in writing and signed by the complainant(s). In cases where Complainant is unable or incapable of providing a written statement, as verbal complaint may be made. The Title VI Officer will interview the Complainant and assist the person in converting verbal complaints to writing. All complaints must, however, be signed by the Complainant or his/her representative.
  - b. Include the date of the alleged act of discrimination, date when the Complainant became aware of the alleged act of discrimination: or the date on which the conduct was discontinued or the latest instance of conduct.
  - c. Present a detailed description of the issues, including names and job titles of those individuals perceived as parties in the complaint.
  - d. Federal and state law requires complaints be filed within 180 calendar days of the alleged incident.
2. Upon receipt of the complaint, the Title VI Officer will determine its jurisdiction, acceptability, need for additional information.

3. The complainant will be provided with a written acknowledgement that SAMTD has either accepted or rejected the complaint.
4. A complaint must meet the following criteria for acceptance:
  - a. The Complaint must be filed within 180 days of the alleged occurrence.
  - b. The allegation must involve a covered basis such as race, color or national origin.
  - c. The allegation must involve SAMTD service of a Federal-aid recipient, sub-recipient or contractor.
5. A complaint may be dismissed for the following reasons:
  - a. The Complainant requests the withdrawal of the complaint.
  - b. The Complainant fails to respond to repeated requests for additional information needed to process the complaint.
  - c. The Complainant cannot be located after reasonable attempts.
6. Once SAMTD's Title VI Officer decides to accept the complaint for investigation, the Complainant will be notified in writing of such determination. The complaint will receive a case number and will be logged in a database identifying: Complainants name, basis, alleged harm, race color and national origin of the Complainant.
7. In cases where SAMTD's Title VI Officer assumes the investigation of the complaint, within 90 calendar days of the acceptance of the complaint, SAMTD's Title VI Officer will prepare an investigative report for review by the General Manager or his/her designee. The report shall include a narrative description of the incident, indemnification of persons interviewed, findings and recommendations for disposition.
8. The investigative report and its finding will be reviewed by the General Manager of SAMTD and in some cases by SAMTD's Legal Counsel. The report will be modified as needed.
9. The General Manager/Legal Counsel will make a determination on the disposition of the complaint. Dispositions will be stated as follows:
  - a. In the event SAMTD is in noncompliance with Title VI regulation remedial actions will be listed.

10. Notice of determination will be mailed to the Complainant. Notices shall include information regarding appeal rights of Complainant and instruction for initiating such and appeal. Notice of appeals are as follows:
  - a. SAMTD will reconsider this determination, if new facts come to light.
  - b. If Complainant is dissatisfied with the determination and/or resolution set forth by SAMTD, the same complaint may be submitted to the FTA for investigation. Complainant will be advised to contact the Federal Transit Administration Office of Civil Rights, Attn: Title VI Program Coordinator, East Building 5th Floor – TCR 1200 New Jersey Ave. SE, Washington, D.C. 20590, Telephone 202-366-4018.
11. A copy of the complaint and SAMTD's investigation report/letter of finding and Final Remedial Action Plan, if appropriate will be issued to FTA within 120 days of the receipt of the complaint.
12. A summary of the complaint and its resolution will be included as part of the Title VI updates to the FTA.

### **RECORDKEEPING REQUIREMENT**

The Title VI Officer will ensure that all records relating to SAMTD's Title VI Complaint Process are maintained with department records.

Records will be available for compliance review audits.

## **Attachment D: Title VI complaint form**

The following document is a copy of the SAMTD Title VI complaint form, which is available at Customer Service and on [Cherriots.org](http://Cherriots.org).

## Title VI complaint form worksheet

Tell us how to contact you:

Name: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Best time to call (if additional information is needed): \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Date of Alleged Incident: \_\_\_\_\_

---

---

Were you discriminated against because of:

☐ Race ☐ National Origin ☐ Color

☐ Other \_\_\_\_\_

Please explain as clearly as possible what happened and how you were discriminated against. Indicate who was involved. Be sure to include as much detail as possible including names and contact information of witnesses.

---

---

---

---

(use back if more space is needed for explanation)



Have you filed this complaint with any other federal, state or local agency?

☐ Federal Agency

☐ State Agency

☐ Local Agency

If you have filed a complaint, please provide information about a contact person at the agency where the complaint was filed.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State & Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Please sign below. You may attach any written materials or other information that you think is relevant to your complaint.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

This form may be taken to the Customer Service Office at the Cherriots Downtown Transit Center or it may be brought to or mailed to the Cherriots Administrative Office at:

Stephen Dickey – Civil Rights Officer

Cherriots

555 Court St. NE, Suite 5230

Salem, OR 97301

## **Attachment E: Public Participation Plan**

The following document is a copy of the 2017 Salem-Keizer Area Transportation Study (SKATS) Public Participation Plan, which is a model used by SAMTD planning projects. Chapter six of the SAMTD Service Guidelines is also included since it documents the process used by planning staff for soliciting feedback in all planning-related projects.

# SKATS

(Salem-Keizer Area Transportation Study)

## Public Participation Plan

Adopted by the  
SKATS Policy Committee  
November 28, 2017



## Salem-Keizer Area Transportation Study (SKATS)

The Salem-Keizer Area Transportation Study (SKATS) is the Metropolitan Planning Organization (MPO) designated by the Governor to develop and implement a coordinated, comprehensive and continuing planning process that addresses issues related to the transportation systems of regional significance in the urban area.

SKATS is governed by a policy committee made up of elected officials from the jurisdictions within our region (the cities of Salem, Turner and Keizer, and Marion and Polk Counties) and representatives of agencies, such as the Oregon Department of Transportation (ODOT), and the Salem Area Mass Transit District (SAMTD), which are responsible for building and operating our transportation infrastructure. The SKATS Policy Committee provides the region a valuable forum in which to consider the issues, develop coordinated strategies, and recommend prudent investments in our system to solve the transportation challenges we face in the region. Most of the significant improvements to our transportation system require a pooling of many types of Federal, State, and local dollars, no single jurisdiction has either the authority or the financial resources to "go it alone." The SKATS Policy Committee provides the means for us to develop the "community of interest" that we must have to coordinate our transportation planning and investments to solve our current and expected problems, and to create a workable system for our future.

### SKATS Policy Committee:

Cathy Clark .....	City of Keizer
Jim Lewis .....	City of Salem
Gary Tiffin .....	City of Turner
Sam Brentano .....	Marion County
Craig Pope .....	Polk County
Lisa Nell .....	Oregon Department of Transportation
Bob Krebs .....	Salem Area Mass Transit District
Paul Kylo .....	Salem-Keizer School District

# **Public Participation Plan**

For the Regional Transportation Planning Process  
in the Salem-Keizer Metropolitan Planning Area

prepared by:

**Salem-Keizer Area Transportation Study**

administered by:

**Mid-Willamette Valley  
Council of Governments  
100 High Street SE  
Salem, Oregon 97301  
(503) 588-6177**

## Acronyms

<b>ADA</b>	Americans with Disabilities Act
<b>AQCD</b>	Air Quality Conformity Determination
<b>CAC</b>	Citizens Advisory Committee
<b>FAST</b>	Fixing America's Surface Transportation
<b>FHWA</b>	Federal Highway Administration
<b>FTA</b>	Federal Transit Administration
<b>LTSP</b>	Local Transportation Systems Plan
<b>MAP-21</b>	Moving Ahead for Progress in the 21st Century
<b>MPO</b>	Metropolitan Planning Organization
<b>ODOT</b>	Oregon Department of Transportation
<b>OTP</b>	Oregon Transportation Plan
<b>PC</b>	Policy Committee
<b>PPP</b>	Public Participation Plan
<b>RTSP</b>	Regional Transportation Systems Plan
<b>SAFETEA-LU</b>	Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users
<b>SAMTD</b>	Salem Area Mass Transit District
<b>SKATS</b>	Salem-Keizer Area Transportation Study
<b>TAC</b>	Technical Advisory Committee
<b>TIP</b>	Transportation Improvement Program
<b>TMA</b>	Transportation Management Area
<b>TPR</b>	Transportation Planning Rule
<b>UPWP</b>	Unified Planning Work Program

# Table of Contents

<b>Introduction</b>	1
Background	1
Purpose of the Public Participation Program	2
Consistency with FAST	2
Public Participation and Title VI	3
<b>Vision, Goals, Objectives, and Policies</b>	4
<b>Tools for Public Participation</b>	9
<b>MPO Planning Programs</b>	10
<b>Public Participation Components</b>	13
Salem Area Mass Transit District	13
SKATS Committees	14
Public Review Periods	14
Engagement Program	14
<b>Summary of Participation Table</b>	16
<b>Measures of Effectiveness</b>	20
<b>Appendix</b>	22





# INTRODUCTION

## Background

The Federal surface transportation acts (the latest being Fixing America's Surface Transportation (FAST)) require urban areas, through a Metropolitan Planning Organization (MPO), to develop and implement a continuing, cooperative, and comprehensive transportation planning process. As the designated MPO for the community, the Salem-Keizer Area Transportation Study (SKATS) is responsible for the planning of the transportation systems of regional significance, as well as ensuring that the plan conforms with Federal requirements and regulations, including air quality conformity.

Every four years, SKATS revises the long-term (20-year) **Regional Transportation Systems Plan (RTSP)**. Approximately every two to three years and corresponding with the Oregon Department of Transportation update of its State Transportation Improvement Program (STIP), SKATS updates its **Transportation Improvement Program (TIP)**, which identifies and schedules the state and federal funding of transportation system improvement projects for the next four years in our area.

Along with the Oregon Department of Transportation, local cities, counties, the Salem-Keizer School District and the Salem Area Mass Transit District, SKATS develops transportation studies involving major issues of regional significance, such as congestion in the Highway 22 Corridor in the urban area and on the Willamette River bridge crossings. The cities, counties, and agencies also conduct local transportation studies and develop transportation plans and strategic plans. These local plans are the object of their own extensive review and public comment periods and processes. The recommendations from these regional and local transportation studies result in the identified projects and programs in the SKATS RTSP and TIP.

SKATS is governed by a Policy Committee made up of elected officials from the jurisdictions within our region (the cities of Salem, Turner, and Keizer; Marion and Polk Counties) and elected officials and representatives of agencies (the Oregon Department of Transportation, the Salem Area Mass Transit District, and Salem-Keizer School District) that are responsible for building and operating our transportation infrastructure. The Policy Committee reviews and considers recommendations from the SKATS Technical Advisory Committee, made up of jurisdictional staff and agency representatives. The Policy Committee has the responsibility for adopting and, when necessary, amending the major planning products -- RTSP, TIP, and Unified Planning Work Program (UPWP)—that are federally required of SKATS.

## Purpose of the Public Participation Program

There is an extensive public involvement process associated with each of the major planning, programming, and project decisions made by the SKATS Policy Committee. This **Public Participation Plan** serves as a guide for that process to ensure the ongoing opportunity for broad-based public participation in the development and review of regional transportation plans, programs, and projects. More specifically, we are committed to:

- 1) Informing the community about a range of transportation system and transportation-related issues;
- 2) Identifying and addressing community concerns about transportation and transportation-related issues;
- 3) Providing opportunities for the greater Salem-Keizer community to identify priorities and determine the relative importance of various alternative transportation system improvements, as well as the relative merits of community travel behavior choices; and
- 4) Meaningfully involving citizens, affected agencies, and other interested parties in planning their regional transportation system.

## Consistency with Fixing America's Surface Transportation (FAST)

Previous federal surface transportation acts required Metropolitan Planning Organizations to develop a Public Participation Plan in consultation with interested parties. The Fixing America's Surface Transportation (FAST) Act (Pub. L. No. 114-94), adopted in December 2015, continues the public participation requirements.

In 2006, SKATS' Public Participation Plan was adopted after a public outreach process involving elected officials, neighborhood, community and service groups, government agencies, and staff. SKATS staff discussed the participation plan at meetings of neighborhood associations, the local bicycle transportation alliance, and a local Latino organization (Hispanic Human Services Council). Staff conducted comprehensive phone interviews to solicit opinions on how to best communicate with the public and how to effectively involve the public in the current and future planning process. Staff interviewed a representative of the Oregon freight hauling industry, the director of school transportation, members of environmental organizations, transit union members, representatives of cycling organizations, and disabled citizens' service providers. The information provided through these interviews was incorporated into the Public Participation Plan and has been used to guide our continued outreach efforts during the preparation of the MPO's work. In 2013 and May 2017, the Public Participation Plan was updated to incorporate experiences and practices since its original adoption.

The [insert adoption month] 2017 update of the Public Participation Plan refines SKATS' public processes in light of review and feedback from our transportation planning partners (including FHWA and Cherriots), Policy Committee members, and comments from the public.

## **Public Participation and Title VI**

Title VI of the Civil Rights Act of 1964, prohibits discrimination in any program receiving Federal assistance. Although they are separate, Title VI, Environmental Justice, and Public Participation complement one another in ensuring fair and equitable distribution of transportation resources and services in a transparent process that invites public participation. Through the public involvement process, potential environmental justice concerns may be identified, addressed, or mitigated. The SKATS transportation planning program complies with provisions of Title VI and Environmental Justice Information and activities specific to Environmental Justice principles and requirements are covered in a separately adopted SKATS Title VI plan. The Salem Area Mass Transit District (SAMTD) - as a designated recipient of Federal Transit Administration (FTA) funds -- also has an adopted Title VI plan.

## VISION, GOALS, OBJECTIVES, AND POLICIES

**VISION** - An environment in which citizens and their representative agencies, organizations, and other interested parties in the Salem-Keizer Transportation Study Area are provided opportunities and encouraged to be active participants in meaningfully shaping plans for their regional transportation system.

**GOAL ONE:** An open and ongoing public involvement process that ensures full citizen, agency, and interested party participation in, and input into, regional transportation planning.

**Objective 1:** *SKATS planning staff will identify organizations and individuals representing a broad spectrum of community interests and actively seek their participation in transportation planning processes.*

**Policy 1:** SKATS will seek participation and comment from all segments of the public. In accordance with the Federal surface transportation act (the latest being FAST), SKATS will “provide citizens, affected public agencies, representatives of public transportation employees, freight shippers, providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, and other interested parties with a reasonable opportunity to comment on the transportation plan.”

**Policy 2:** SKATS will work to identify new stakeholders interested in or affected by the transportation process.

**Policy 3:** SKATS will work to identify traditionally under-involved populations within the region, including minority, low income, limited English proficiency, internet/electronically isolated, and senior citizen populations.

**Policy 4:** SKATS shall seek review and recommendations from local governments.

**Objective 2:** *SKATS will seek to improve its public participation program by regularly reviewing this plan and our outreach activities, and by seeking guidance from citizens.*

**Policy 1:** SKATS will regularly query the public and interested parties on the best ways to provide information, increase engagement, and make best use of public input, and will incorporate their recommendations into this participation plan.

**Policy 2:** SKATS will seek new and better methods of improving the quality of our public participation by learning from examples of other public agencies, attending seminars and training, and documenting the success of methods used at SKATS.

**Policy 3:** SKATS will review the Public Participation Plan every four years. If significant changes are proposed, a draft PPP will be prepared and citizens and other interested parties will have 45 days to review and comment on the draft PPP before it is considered by the Policy Committee for adoption.

**Policy 4:** If during the 45-day public review there is a significant revision proposed to the draft PPP, additional time will be added to the review period (up to an additional 45 days) to review and comment on the latest version before it is considered by the Policy Committee for adoption.

**GOAL TWO:** Full public access and information to key decisions in the regional transportation planning process.

**Objective 1:** *Use the public involvement process to improve transportation plans.*

**Policy 1:** SKATS will encourage citizens to provide new information and articulate priorities.

**Policy 2:** SKATS will help citizens understand tradeoffs so that they may debate the merits of alternatives.

**Policy 3:** SKATS will seek public guidance when developing policies, identifying issues and gathering ideas, developing alternatives, setting evaluation criteria, and selecting the best alternative.

**Objective 2:** *For all major transportation planning activities, make clear for the public the process through which decisions are made and the best times to be involved.*

**Policy 1:** SKATS will identify for the public the key decision makers and their process for reaching decisions.

**Policy 2:** SKATS will promote more justifiable and sustainable decisions by recognizing and communicating the needs (regulatory, timing, budget, public input) of all participants, including decision makers.

**Policy 3:** SKATS will provide information on the funding sources and constraints that influence and determine many transportation decisions.

**Policy 4:** Early in the planning process, SKATS will provide an estimated timeline of key decision points and maintain an easily accessed planning calendar throughout the planning process.

**Policy 5:** SKATS will provide a minimum of 30 days for review of and comment on draft planning documents of the RTSP and amendments, the update of the SKATS TIP (occurring approximately every two to three years) and full amendments (to the adopted TIP that add or cancel projects that significantly affect roadway capacity, vehicle volumes, or travel speeds, prior to their consideration by the Policy Committee for final adoption. This type of full amendment is listed as type (A) in the TIP Management Process in Chapter 8 of the TIP document.

**Policy 6:** SKATS will provide a minimum of 14 days for review of and comment on full amendments to the adopted TIP, other than those listed in Policy 5 above, prior to their consideration by the Policy Committee for final adoption. (See TIP amendment matrix.) This type of full amendment is listed as type (B) in the TIP Management Process in Chapter 8 of the TIP document.

**Policy 7:** SKATS will make available on the Mid-Willamette Valley Council of Governments (MWVCOG) website agendas and minutes of meetings of the SKATS Technical Advisory Committee and SKATS Policy Committee.

**GOAL THREE:** Widely disseminated, clear, and timely information distributed to the citizens, affected agencies, and interested parties.

**Objective 1:** *Information will be disseminated and gathered through a variety of media.*

**Policy 1:** Methods and media for exchanging information with citizens should be selected based on ease of access, quality of information conveyance, and citizen convenience, including email, websites, news media, social media, flyers, brochures, and traditional mailings

**Policy 2:** SKATS will develop and use visualization techniques to assist in communicating to the public using maps, charts, tables and display boards, PowerPoint presentations, websites, and online use of downloadable maps and/or interactive maps.

**Policy 3:** SKATS shall use the MWVCOG web page, and specialized web pages, as necessary, to publish and make available its plans and studies and to inform the public of opportunities to participate. Technical reports and supporting

data will be made accessible on the MWVCOG website or through links, when that information is made available to SKATS.

**Policy 4:** SKATS will encourage interested citizens and groups to use their own media outlets for further public outreach.

**Objective 2:** *Transportation planning information will be conveyed in language and in a context that is understandable to the lay citizen.*

**Policy 1:** Acronyms and abbreviations, while convenient shorthand for planners, will be kept to a minimum in information prepared for the public.

**Policy 2:** SKATS will provide understandable background information to help citizens understand the processes used in transportation planning, including links to resources for further inquiry.

**Policy 3:** SKATS will define the role of regional planning in identifying regional priorities, obtaining Federal funding, and facilitating project sharing between jurisdictions.

**Objective 3:** *Public outreach activities that support the planning process will be scheduled to provide reasonable time for the public to assimilate complex information, thoughtfully respond, and influence the outcome.*

**Policy 1:** SKATS will make accommodations to schedules and processes as needed and practicable to encourage public participation.

**Policy 2:** SKATS will broadly publicize opportunities for public participation.

**GOAL FOUR:** Timely and gracious acknowledgement and response to issues, concerns, and comments raised by the public regarding the development and implementation of regional transportation plans, programs, and projects.

**Objective 1:** *Ensure that the comments from citizens, affected agencies, and other interested parties are considered and incorporated into the deliberations regarding proposed plans and programs.*

**Policy 1:** SKATS will maintain a readily available record of comments received on the federally required planning documents (RTSP, TIP, and PPP) and responses made. A report on the disposition of comments will be made part of the

final documents.

**Policy 2:** SKATS will provide updated summaries of comments from citizens, agencies, and interested parties to SKATS committees at key decision points in the transportation planning process.

**Policy 3:** SKATS will provide additional opportunities for review and comment by citizens, agencies and interested parties if there are significant differences between the draft and final plans.

**Policy 4:** SKATS will include a visible and easy-to-use link for the public on the MWVCOG website to submit comments, questions and complaints.

**GOAL FIVE:** Fully integrate public participation with the regional transportation planning process and coordinate with the other public involvement programs undertaken in the region.

**Objective 1:** *Coordinate the SKATS public involvement activities with other similar programs in the community to make best use of staff and resources while minimizing public confusion and time demands.*

**Policy 1:** SKATS will coordinate and, where possible, collaborate with public involvement efforts of other jurisdictions and agencies, particularly those focused on transportation.

**Policy 2:** SKATS shall acknowledge the public participation work obtained through local transportation planning processes conducted by other jurisdictions and agencies.

**Policy 3:** SKATS shall continue to notify and invite participation of the Grand Ronde Tribe and Federal Lands Management agencies at the onset of the RTSP, TIP, or other major planning activities.



## Tools for Public Participation

A variety of tools are used during plan development and studies to encourage public participation. These are the primary methods used by SKATS, and staff is continually looking for new ways to improve and expand outreach techniques.

**Website:** The MWVCOG website ([www.mwvcog.org](http://www.mwvcog.org)) is used as a primary way to communicate to the public about work and events conducted in SKATS. All meeting materials and agendas are posted on the website, and reports and publications are available in draft and final form. Descriptions of all transportation programs and planning work are included. Interactive online maps of transportation projects both current and completed are also available.

**Press Releases:** Project timelines and opportunities for public input (open houses, meetings and public hearings) are described in press releases sent to news media (including but not limited to the Salem Statesman-Journal, KeizerTimes, Salem Weekly, Salem CCTV, and KeizerTV.com) in the Salem-Keizer area.

**Notice to Interested Parties:** SKATS keeps both an email distribution list and traditional mailing list of interested parties who receive notifications of upcoming program development and public comment opportunities. The list includes local officials, civic and church groups, neighborhood associations, ODOT, city and county staff, and community members. Information on joining either or both distribution lists is available on the website, and during outreach activities and as part of all flyers and brochures produced by SKATS. Anyone may request to be included.

**Policy Committee and Technical Advisory Committee Meetings:** All meetings are open to the public with an opportunity to comment at the Policy Committee. The Policy Committee traditionally meets the 4<sup>th</sup> Tuesday starting at 12:00 pm, and the Technical Advisory Committee traditionally meets the 2<sup>nd</sup> Tuesday starting at 1:30 pm, both at the MWVCOG offices. Meeting cancelation notices are on the MWVCOG website. Agendas, supporting materials and draft minutes for both meetings are available at [www.mwvcog.org](http://www.mwvcog.org) one week before their respective meetings.

**Open Houses:** Informational open houses are held during the development of the draft RTSP, TIP and other planning projects to give an overview of the process and projects and invite public comment and feedback. Open houses are informal in nature with MPO staff available. Comment cards are always available to fill out if individuals prefer to provide written comments. Open houses are announced on the website, in press releases and through contact distribution lists.

**Public Hearing:** The Policy Committee conducts public hearings for plan adoptions or full amendments (RTSP Amendment or TIP Full Amendments A), and other significant policy decisions. Public hearings are formal in structure and allow for public comment in

person or written form during the proceedings. All public hearings dates are posted on the website, announced in press releases and through contact distribution lists.

**Brochures and Newsletters:** Brochures in English and Spanish are mailed, posted and distributed in the community. The MWVCOG produces a quarterly newsletter that always includes important events and public involvement opportunities, as well as an MWVCOG Annual Report which summarizes the MPO's activities.

**Civic or Community Meetings:** Depending on availability or scheduling, staff may attend neighborhood association meetings, City council or planning meetings, Chemeketa Community college information days, or join with other public outreach events held by the affected jurisdiction or agency to make informational presentations.

## **MPO Planning Programs**

SKATS produces and updates these main products that facilitate transportation planning in the area.

- 1) The **Regional Transportation Systems Plan (RTSP) and Air Quality Conformity Determination (AQCD)** provides a comprehensive, long-range look at the Salem-Keizer region and how to meet the anticipated transportation needs in a manner that is fiscally prudent. It is based on projections of population, employment and land-use for the communities during the next 20+ years. Projects that have a reasonable certainty of being funded and address mobility and safety needs and enhancements to the regional system or provide new service are identified in the plan. It is updated every 4 years. Amendments are occasionally made between major updates as new projects, funding or programs arise. An Air Quality Conformity Determination is required because the SKATS area is classified as a carbon monoxide limited maintenance area.

Public involvement includes a 30-day public comment period and public hearing for the draft RTSP and AQCD. Outreach tools include but are not limited to: open houses during development, website announcements, notices to interested parties, community presentations, brochure distribution, and press releases.

- 2) The **Transportation Improvement Program (TIP) and Air Quality Conformity Determination (AQCD)** program the near-term (4-year) allocation of Federal and State transportation funds to projects. Updated every 2-3 years, the TIP establishes the schedule and priority for the near-term (4-year plus 2 illustrative years) funding and implementation of projects called for in the adopted 20-year Regional Transportation Systems Plan (RTSP). The first 4 years of the new TIP are incorporated in the Oregon Statewide Transportation Improvement Program (STIP).

Occasionally, changes to the TIP must be made due to the dynamic nature of transportation project programming. Established procedures for modifying the TIP are spelled out in the TIP Management Process section of the adopted document, which is available on the MWVCOG website. There are several levels of modifications. A modification that is significant enough to require public review and comment, and/or re-demonstration of fiscal constraint, and/or a conformity determination is considered a **Full Amendment**. These include such things as when a project is added or deleted, a change in project scope is made, or a significant increase or decrease in funding is needed. **TIP Adjustments** are modifications that are not significant enough to require public involvement, but still require Policy Committee Action. **TIP Administrative Modifications** are minor revisions to the TIP and do not require a public comment period or Policy Committee action. Administrative Modifications are included in the next scheduled Policy Committee meeting notifications. See the adopted TIP and the chapter about the TIP Management Process for a detailed description of the types of modifications.

There are two levels of Full Amendments described in the TIP Management Process:

**Full Amendment (A)** – TIP revisions that have greater potential to impact the public, and therefore, require a more comprehensive public process, such as adding or cancelling a project that significantly affects roadway capacity, vehicle volumes, or travel speeds. Full amendments (A) require the same public involvement process as the plan adoption with a 30-day comment period and public hearing. Outreach tools include, but are not limited to: open houses, website announcements, notices to interested parties, community presentations, brochure distribution, and press releases.

**Full Amendment (B)** – Revisions to the TIP that are below the triggers identified as Full Amendment (A), but are still considered Full Amendments. See the TIP Management Process for a complete definition of the types of actions that are considered Full Amendments (B). Full Amendments (B) require a 14-day public comment period. Outreach tools include, but are not limited to, website announcements, and agenda postings.

- 3) An annual **Unified Planning Work Program (UPWP)** details the work undertaken in the SKATS area, focusing on core programs (RTSP and TIP), planning studies (such as facility studies), and programs (traffic modeling and forecasting). The UPWP details the tasks that SKATS staff will perform during the

fiscal year (which runs July 1 – June 30). This document is developed annually, with work starting in the Fall of the preceding year. After presentation and discussion with the Technical Advisory Committee, and review by ODOT and FHWA/FTA, the document is adopted by the Policy Committee.

The UPWP is available on the MWVCOG website in draft and final form after adoption, and is not required to have a formal public involvement component.

- 4) The **Public Participation Plan (PPP)** serves as a guide for the process to ensure the ongoing opportunity for broad-based public participation in the development and review of regional transportation plans, programs and projects.

Public involvement includes a 45-day public comment period for either plan development or amendment. Outreach tools include but are not limited to: website announcements and notices to interested parties.

## Required Public Participation Components

The specific components identified below are required to be included in the public participation programs for the specified regional transportation planning documents listed. These components were selected based on the following criteria: 1) the degree to which the public indicated they would be useful; 2) the degree to which a given activity achieved the objectives defined for the Public Participation Plan; and 3) the ability and commitment of the region to carry out the particular component given available and expected resources.

If additional activities beyond those specifically required in this Plan are found to be appropriate, affordable, and achievable during the conduct of a particular public process, they will be integrated into the Public Participation Plan for that planning activity. Consideration will be given to additional techniques and processes to increase and broaden public participation, especially participation by populations that have traditionally been more difficult to reach (such as those with limited English proficiency, low income communities, etc.)

### Salem Area Mass Transit District

The Salem Area Mass Transit District (SAMTD) is a designated recipient of FTA Section 5307, 5310, and 5339 funds, which are available for capital purchases, preventative maintenance, transit enhancements, and operations (under proscribed limits). Other Federal Section 5310, 5311, and State Special Transportation Fund dollars are awarded/allocated by ODOT. The public participation requirements for these funds require the following:

- a) make available to the public information on the amount of funds available to the recipient(s);
- b) develop, in consultation with interested parties, including private transportation providers, a proposed program of projects for activities to be financed
- c) publish a proposed program of projects in a way that affected individuals, private transportation providers, and local elected officials have the opportunity to examine the proposed program and submit comments on the proposed program and the performance of the recipient;
- d) provide an opportunity for a public hearing in which to obtain the views of individuals on the proposed program of projects;
- e) consider comments and views received on the proposed program (especially those of private transportation providers) in preparing the final program of projects
- f) make the final program of projects available to the public.

The program of projects for funds is developed and coordinated by SAMTD and included in the draft TIP update and included in the public participation of the draft TIP.

## SKATS Committees and Public Review Procedure

- a) Prior to their release for public review and comment, the SKATS Policy Committee (PC) and Technical Advisory Committee (TAC) shall review drafts of the following documents at their regularly scheduled meetings:
  - i) SKATS Public Participation Plan (PPP)
  - ii) SKATS Regional Transportation Systems Plan (RTSP), Major Amendments to the RTSP, and the RTSP Air Quality Conformity Determination (AQCD)
  - iii) SKATS Transportation Improvement Program (TIP), TIP Full Amendments (A and B), and the TIP Air Quality Conformity Determination (AQCD)
- b) Information on the availability of the above documents and ability for public review and comment shall use one or more of the following methods: existing newsletters, press releases, MWVCOG webpage, and other communication methods and opportunities.
- c) Copies will be available at SKATS offices, may be distributed to libraries, and will be posted on the Mid-Willamette Valley Council of Government website ([www.mwvcog.org](http://www.mwvcog.org)).
- d) At the conclusion of the public review period, the SKATS Policy Committee will receive a written summary of public comments and staff responses.
- e) The Policy Committee will have a public hearing prior to deliberation and adoption of the RTSP, RTSP Major Amendments, RTSP AQCD, TIP, TIP Full Amendment (A), and TIP AQCD.
- f) The Policy Committee will adopt the PPP and UPWP in a public meeting.

## Public Review Periods

- a) The minimum review period for the Public Participation Plan (PPP) and its amendments **shall be 45 days**.
- b) The minimum review period for the Regional Transportation Systems Plan (RTSP), RTSP Major Amendments and Updates, and RTSP Air Quality Conformity Determination **shall be 30 days**.
- c) The minimum review period for the draft Transportation Improvement Program (TIP) and Full Amendments (A) and TIP Air Quality Conformity Determinations **shall be 30 days**. A minimum review period for a TIP Full Amendment (B) **shall be 14 days**.

## Public Participation and Engagement Program

To help facilitate public participation, SKATS shall develop a public participation and engagement program for RTSP and TIP updates, corresponding with their 4-year and 2-year/3-year update cycle. This program of activities will be used in the kick-off, development, draft and adoption of both the RTSP and TIP (plus amendments, if any). A participation plan will be developed before work on the RTSP or TIP plan starts, and

it will include a timeline of events or activities with clearly indicated opportunities for public involvement. Participation plans will also be developed for the updates of the SKATS PPP, and for other planning work as necessary. Participation plans will be available on the MWVCOG website and in SKATS offices. In developing this program, SKATS staff, Technical Advisory Committee and Policy Committee may identify one or more of the following methods of encouraging and soliciting public participation and incorporate any of the tools outlined earlier in this document:

- a) Establishment of a formal Citizens Advisory Committee (CAC) or Citizens Task Force, addition of citizens on the Technical Advisory Committee, or other advisory committee as needed. Opportunities and instructions on how to participate will be announced through email distribution lists and website notices.
- b) Informational packets/fact sheets, brochures, maps and other materials that explain the major changes and additions to the RTSP and TIP. Materials to be printed and/or available on the MWVCOG website.
- c) One or more “open houses” for the public to review drafts of the RTSP and TIP.
- d) A series of focused workshops.
- e) Media placements using one or more of the following methods: existing local newspapers (such as the Salem Statesman-Journal and the Keizer Times) and newsletters (including from the MWVCOG, Salem neighborhood newsletters and other sources); press releases; web pages (informational and/or interactive); social media, videos as resources allow, and other opportunities.
- f) Informational briefings to councils, commissions, chambers, neighborhood groups, citizen organizations, etc.
- g) Attendance or representation at appropriate public events: materials distributed to general public by request, and to other agencies for their distribution.

Outreach strategies to better engage traditionally underserved populations will include utilizing the SKATS report “Demographic Profile of Transportation Disadvantaged Populations in the SKATS Area” to geographically locate neighborhoods with impacted populations. SKATS will join with MPO members in their outreach events to low income and minority populations, and partner with appropriate community based organizations for events, meetings, mailings and outreach as available. SKATS will work with resources such as the City of Salem Human Rights and Relations Advisory Commission and the Cherriots Special Transportation Fund Advisory Committee when trying to reach out to underserved populations, and increase mailing and email contacts with groups representing underserved populations in MPO communications.

A summary of all Public Participation activities is included in the Title VI Accomplishment report produced by SKATS and delivered each year to ODOT, covering the period from July 1<sup>st</sup> to June 30<sup>th</sup>. Past reports are available on the MWVCOG website.

## Summary of Participation Activities and Public Involvement Opportunities

Program	Outreach	Public Input Opportunities	Notice	Review Period	Notes
<b>Regional Transportation Systems Plan (RTSP) - <u>Kick off</u></b>	<ul style="list-style-type: none"> <li>•Interested parties mailing and email list</li> <li>•Notice posted on website</li> <li>•MWVCOG newsletter and Executive Director bi-monthly Friday report</li> </ul>	<ul style="list-style-type: none"> <li>•Attend TAC or PC meetings -public comment time on PC agenda</li> <li>•Provide comments by phone, mail, email, or in person</li> </ul>	<ul style="list-style-type: none"> <li>•Notice on website</li> <li>•TAC &amp; PC agendas</li> </ul>	n/a	Plan development schedule posted on website.
<b>Regional Transportation Systems Plan (RTSP) - <u>Development</u></b>	<ul style="list-style-type: none"> <li>•Interested parties mailing and email list</li> <li>•Notice posted on website</li> <li>•Draft chapters, maps and materials available on website</li> </ul>	<ul style="list-style-type: none"> <li>•Attend TAC or PC meetings -public comment time on PC agenda</li> <li>•Provide comments on plan updates as they are brought to TAC and PC, by phone, mail, email, or in person</li> </ul>	<ul style="list-style-type: none"> <li>•Notice on website</li> <li>•TAC &amp; PC agendas</li> </ul>	n/a	Plan development updates posted on website and discussed at regular TAC and PC meetings.
<b>Regional Transportation Systems Plan (RTSP) - <u>Draft</u></b>	<ul style="list-style-type: none"> <li>•Interested parties mailing and email list</li> <li>•Materials posted on website</li> <li>•Brochures/Flyers</li> <li>•Community meetings</li> <li>•Online maps with comment feature</li> <li>•Open house</li> <li>•Share on social media</li> </ul>	<ul style="list-style-type: none"> <li>•Attend open houses</li> <li>•Provide comments by phone, mail, email, webmap, or in person</li> <li>•Attend public presentations (community meetings)</li> <li>•Attend TAC or PC meetings</li> </ul>	<ul style="list-style-type: none"> <li>•Press release</li> <li>•Notice on website</li> <li>•TAC &amp; PC agendas</li> </ul>	30 days before adoption at public hearing	SKATS Policy Committee will release the Draft RTSP and AQCD for a public review period of 30 days.
<b>Regional Transportation Systems Plan (RTSP) - <u>Adoption</u></b>	<ul style="list-style-type: none"> <li>•Respond to public comments</li> <li>•Materials and meeting notice posted on website</li> <li>•Public hearing before adoption</li> </ul>	<ul style="list-style-type: none"> <li>•Attend and testify at public hearing at Policy Committee</li> <li>•Submit written comments for public hearing</li> </ul>	<ul style="list-style-type: none"> <li>•Notice on website</li> <li>•TAC &amp; PC agendas</li> </ul>	Public hearing at Policy Committee meeting.	SKATS Policy Committee will receive a written summary of public comments and staff responses



Program	Outreach	Public Input Opportunities	Notice	Review Period	Notes
<b>RTSP Amendment, if needed</b>	<ul style="list-style-type: none"> <li>•Interested parties mailing and email list</li> <li>•Materials posted on website</li> <li>•Brochures/Flyers</li> <li>•Community meetings</li> <li>•Online maps</li> <li>•Open house</li> <li>•Share on social media</li> <li>•Public hearing before adoption</li> </ul>	<ul style="list-style-type: none"> <li>•Sign up for mailing/email lists</li> <li>•Attend open houses</li> <li>•Attend public presentations (community meetings)</li> <li>•Attend TAC or PC meetings</li> <li>•Provide comments by phone, mail, email, or in person</li> <li>•Attend or submit comments for public hearing</li> </ul>	<ul style="list-style-type: none"> <li>•Press release</li> <li>•Notice on website</li> <li>•TAC &amp; PC agendas</li> </ul>	30 days before adoption at public hearing	SKATS Policy Committee will receive a written summary of public comments and staff responses
<b>Transportation Improvement Plan (TIP) - Kick off</b>	<ul style="list-style-type: none"> <li>•Interested parties mailing and email list</li> <li>•Notice posted on website</li> <li>•MWVCOG newsletter and Executive Director bi-monthly Friday report</li> </ul>	<ul style="list-style-type: none"> <li>•Attend TAC or PC meetings -public comment time on PC agenda</li> <li>•Provide comments by phone, mail, email, or in person</li> </ul>	<ul style="list-style-type: none"> <li>•Notice on website</li> <li>•TAC &amp; PC agendas</li> </ul>	n/a	Plan development schedule posted on website.
<b>Transportation Improvement Plan (TIP) - Development</b>	<ul style="list-style-type: none"> <li>•Interested parties email list</li> <li>•Notice posted on website</li> <li>•Draft chapters, maps and materials available on website</li> </ul>	<ul style="list-style-type: none"> <li>•Attend TAC or PC meetings -public comment time on PC agenda</li> <li>•Provide comments on plan updates as they are brought to TAC and PC, by phone, mail, email, or in person</li> </ul>	<ul style="list-style-type: none"> <li>•Notice on website</li> <li>•TAC &amp; PC agendas</li> </ul>	n/a	Plan development updates posted on website and discussed at regular TAC and PC meetings.
<b>Transportation Improvement Plan (TIP) - Draft</b>	<ul style="list-style-type: none"> <li>•Interested parties mailing and email list</li> <li>•Materials posted on website</li> <li>•Brochures/Flyers</li> <li>•Community meetings</li> <li>•Online maps with comment feature</li> <li>•Open house</li> <li>•Share on social media</li> </ul>	<ul style="list-style-type: none"> <li>•Attend open houses</li> <li>•Provide comments by phone, mail, email, webmap, or in person</li> <li>•Attend public presentation (community meetings)</li> <li>•Attend TAC or PC meetings</li> </ul>	<ul style="list-style-type: none"> <li>•Press release</li> <li>•Notice on website</li> <li>•TAC &amp; PC agendas</li> </ul>	30 days before adoption at public hearing	SKATS Policy Committee will release the Draft TIP and AQCD for a public review period of 30 days.

Program	Outreach	Public Input Opportunities	Notice	Review Period	Notes
<b>Transportation Improvement Plan (TIP) - Adoption</b>	<ul style="list-style-type: none"> <li>•Respond to public comments</li> <li>•Materials posted on website</li> <li>•Public hearing before adoption</li> </ul>	<ul style="list-style-type: none"> <li>•Attend and testify at public hearing at Policy Committee</li> <li>•Submit written comments for public hearing</li> </ul>	<ul style="list-style-type: none"> <li>•Notice on website</li> <li>•TAC &amp; PC agendas</li> </ul>	Public hearing at Policy Committee meeting.	SKATS Policy Committee will receive a written summary of public comments and staff responses
<b>TIP Amendment (A) (See TIP Management Process for complete definition)</b>	<ul style="list-style-type: none"> <li>•Interested parties email list</li> <li>•Notice posted on website</li> <li>•Information available on website through agenda posting</li> <li>•Public hearing before adoption.</li> </ul>	<ul style="list-style-type: none"> <li>•Sign up for email/ mailing list</li> <li>•Attend TAC or PC meetings</li> <li>•Provide comments by phone, mail, email, or in person</li> <li>•Attend and testify at public hearing at Policy Committee</li> <li>•Submit written comments for public hearing</li> </ul>	<ul style="list-style-type: none"> <li>•Notice on website</li> <li>•TAC &amp; PC agendas</li> <li>•Press release</li> </ul>	30 days before adoption at public hearing	SKATS Policy Committee will receive a written summary of public comments and staff responses
<b>TIP Amendment (B) (See TIP Management Process for complete definition)</b>	<ul style="list-style-type: none"> <li>•Notice posted on website</li> <li>•Information available on website through agenda posting</li> </ul>	<ul style="list-style-type: none"> <li>•Attend TAC or PC meetings -public comment time on PC agenda</li> <li>•Provide comments by phone, mail, email, or in person</li> </ul>	<ul style="list-style-type: none"> <li>•Notice on website</li> <li>•TAC &amp; PC agendas</li> </ul>	14 days before adoption at Policy Committee	SKATS Policy Committee will receive a written summary of public comments and staff responses
<b>TIP Adjustments</b>	Information available on website through agenda posting	Attend PC meetings -public comment time on PC agenda	Included in agenda for PC posted on website	Public comment period not required, adoption by Policy Committee	Comments received will be reviewed by the MPO.

Program	Outreach	Public Input Opportunities	Notice	Review Period	Notes
<b>TIP Administrative Modifications</b>	Information available on website through agenda posting	Attend PC meetings -public comment time on PC agenda	Included in agenda for PC posted on website	Public comment period not required, Policy Committee informed of change.	Comments received will be reviewed by the MPO.
<b>Unified Planning Work Program (UPWP)</b>	Posted on website	Attend TAC or PC meetings -public comment time on PC agenda	Included in agenda for TAC and PC posted on website	Public comment period not required	Comments received will be reviewed by the MPO.
<b>Public Participation Plan (PPP)</b>	<ul style="list-style-type: none"> <li>•Interested parties email list</li> <li>•Materials posted on website</li> <li>•Flyer</li> <li>•Share on social media</li> </ul>	<ul style="list-style-type: none"> <li>•Sign up for email/ mailing list</li> <li>•Attend TAC or PC meetings during plan development -public comment time on PC agenda</li> <li>•Provide comments by phone, mail, email, or in person</li> <li>•Attend and speak at Policy Committee when plan adoption is considered.</li> </ul>	<ul style="list-style-type: none"> <li>•Press Release</li> <li>•Notice on website</li> <li>•TAC &amp; PC agendas</li> </ul>	45 days before adoption by Policy Committee	SKATS Policy Committee will receive a written summary of public comments and staff responses

## Measures of Effectiveness

Evaluating the effectiveness of public involvement activity will take place after the completion of plans, or as appropriate with ongoing activities. The goal of SKATS is to continually improve the quality of the public involvement process and experience. The following framework provides evaluation measures for assessing effectiveness, and will provide feedback to help improve public involvement strategies, such as discontinuing ineffective activities, or modifying and adding new activities to the outreach of MPO programs.

<b>Outreach Tool</b>	<b>Evaluation Criteria</b>	<b>Objective</b>	<b>Methods to Meet Objective</b>
<b>MWVCOG Website</b>	Number of visitors or hits	Maintain an active website with regular visitor hits to webpages	<ul style="list-style-type: none"> <li>•Include website link in communications</li> <li>•Share website on social media</li> <li>•Provide all documents (draft and final) on website</li> <li>•Promote website as primary source of current information</li> </ul>
<b>Presentations, Open Houses and Public Hearings</b>	<ul style="list-style-type: none"> <li>•Number of presentations made to organizations/clubs/associations</li> <li>•Number of Open Houses</li> <li>•Attendance at events</li> <li>•Number of new contacts added to distribution lists from events</li> </ul>	<ul style="list-style-type: none"> <li>•Provide presentations to a geographically and organizationally diverse groups</li> <li>•Hold Open Houses that are attended by the public</li> </ul>	<ul style="list-style-type: none"> <li>•Partner with MPO members for joint events</li> <li>•Present at neighborhood association meetings/civic clubs/community organizations</li> <li>•Schedule MPO events at convenient times and locations</li> <li>•Promote availability of presentations to new organizations/clubs/associations including opportunities that reach low-income and minority populations</li> <li>•Outreach with mailings and flyers announcing events</li> </ul>
<b>Notice to Interested Parties</b>	<ul style="list-style-type: none"> <li>•Number of contacts on email list</li> <li>•Number of names on mailing list</li> <li>•Number of times email notifications were sent.</li> </ul>	Increase contacts on both email and regular mailing lists	<ul style="list-style-type: none"> <li>•Make sign up for distribution lists easy on website</li> <li>•Make the availability of an email sign up visible with MPO communications</li> </ul>

<b>Outreach Tool</b>	<b>Evaluation Criteria</b>	<b>Objective</b>	<b>Methods to Meet Objective</b>
<b>Public Comment period</b>	Number of comments received (from all methods: email, written, webmap, comment card, personal contact and phone call)	Receive comments from various methods that represent a range of interests in the region.	<ul style="list-style-type: none"> <li>•Encourage all methods of comment collection in promotional materials.</li> <li>•Promote the culture that comments are welcome and part of the public process.</li> <li>•Include website and email contact links in communications</li> <li>•Distribute comment cards</li> <li>•Widely distribute links to interactive/comment maps</li> </ul>
<b>Promotional materials</b>	<ul style="list-style-type: none"> <li>•Number of brochures and flyers printed and distributed</li> <li>•Number of Press releases</li> <li>•Number of social media links or mentions of SKATS</li> </ul>	<ul style="list-style-type: none"> <li>•Widely distribute printed materials</li> <li>•Increase social media references of SKATS</li> </ul>	<ul style="list-style-type: none"> <li>•Print and make materials available in multiple locations</li> <li>•Make Spanish language version of materials.</li> <li>•Share links with partners via social media</li> <li>•Press releases in timely manner</li> </ul>

## Appendix: Public Comment Summary (Chronologically received)

**Background:** In 2017, SKATS MPO conducted two updates of its Public Participation Plan (PPP). The first update addressed changes to the TIP amendment process, and had a public review period from February 28, 2017 to April 25, 2017. Two comments were received during the public comment period. Due to the timing and release of FHWA's Draft Quadrennial Review findings in April, it was determined that a second update of the Public Participation plan would have to take place in 2017 to comply with those findings. The Policy Committee decided to adopt the Public Participation Plan in May 2017 so that the TIP amendment process would be compliant and defer the review of comments received to the next PPP review cycle.

The second update of the PPP had a public review period from September 26, 2017 to November 10, 2017, with adoption by the Policy Committee at its November 28, 2017 meeting.

### **Comments received during public comment in April 2017 and staff responses:**

**From:** Nick Fortey [<mailto:fortey.nick@gmail.com>]  
**Sent:** Thursday, April 13, 2017 4:10 PM  
**To:** Jaffe, Mike <[Mjaffe@mwvcog.org](mailto:Mjaffe@mwvcog.org)>  
**Subject:** Public Participation Plan - comments

Mike,

On behalf of the West Salem Neighborhood Association we wish to have the attached letter included as our official comments on the public participation plan. We appreciate the chance to offer comments and hope these will be viewed positively as suggestions to strengthen the already good outreach that SKATS provides.

Thanks

Nick Fortey  
WSNA Traffic Chair

### **Comment received April 13, 2017 (correspondence dated April 13, 2017)**

Mike Jaffe, Program Director  
Mid-Willamette Valley Council of Governments  
100 High Street SE Suite 200  
Salem, OR 97301

Re: Salem Keizer Area Transportation Study - Public Participation Plan

We appreciate the opportunity to offer comments on the update to the Public Participation Plan. At our most recent April 3rd West Salem Neighborhood

Association meeting we discussed the participation plan and move to offer two changes to the draft plan for your consideration.

For Goal Three, Objective 1, Policy 3

As currently drafted:

Draft Policy 3: SKATS shall use the MWVCOG web page, and specialized web pages, as necessary, to publish and make available its plans and studies and to inform the public of opportunities to participate.

We recommend the policy be expanded to ensure supporting reports and documents are available to the maximum extent possible to help citizens better understand issues and trade-offs.

Proposed revised Policy 3:

Draft Policy 3: SKATS shall use the MWVCOG web page, and specialized web pages, as necessary, to publish and make available its plans and studies and to inform the public of opportunities to participate; **SKATS will encourage the dissemination of technical reports and data to maximize availability, clarity, and transparency.**

For Goal Three, Objective 2, Policy 3:

As currently drafted

Draft Policy 3: SKATS will define the role of regional planning in identifying regional priorities, obtaining federal funding, and facilitating project sharing between jurisdictions.

We recommend this policy be expanded to have SKATS more directly facilitate discussion on project development and processes as the complexities can sometimes seem overwhelming.

Proposed revised Policy 3:

Policy 3: SKATS will define the role of regional planning in identifying regional priorities, obtaining federal funding, **project and program eligibility, criteria for selection, how programs and projects reflect regional priorities**, and facilitating project sharing between jurisdictions.

We would also appreciate this being reflected in the written testimony on the Public Participation Plan for the public hearing scheduled for April 25<sup>th</sup>.

Sincerely,

Nick Fortey  
West Salem Neighborhood Association, Traffic Chair

**Response:**

Mr. Fortey,

Thank you for your comments on the draft SKATS Public Participation Plan.

At this time, we are not recommending the two proposed revisions be included in the version of the Public Participation Plan scheduled for adoption on May 23, 2017. We are recommending that the comments be considered in the revision to the PPP that will be undertaken later this summer with adoption by the end of 2017. This will allow staff time to discuss the proposed revisions to the policies with the SKATS Policy Committee, the affected parties, and the interested public. In particular, the meaning of the proposed revisions to Goal Three, Objective 1, Policy 3 need to be clarified to ensure that this is achievable within the scope of SKATS involvement with the realization of projects.

We invite your participation in the update to the PPP occurring this summer and fall and look forward to discussing your proposed changes to the two Policies in further detail.

Ray Jackson

Emailed 6/21/17, Nick Fortey [<mailto:fortey.nick@gmail.com>]

Mr. Fortey,

In April of this year, you submitted written comments on behalf of the West Salem Neighborhood Association regarding the draft SKATS Public Participation Plan update. Thank you for your comments. As you may recall, Ray Jackson corresponded with you indicating that your comments would be discussed with the second broader revision of the Public Participation Plan happening this year. We will be starting that update in July, and would like to have you elaborate on the comments you previously submitted as the work begins. Understanding the reasoning behind your comments and proposals will help to better inform our upcoming discussion.

A general discussion on the Public Participation Plan will take place at the July 11<sup>th</sup> Technical Advisory Committee meeting (start time 1:30 pm), and it will be an informational item at the July 25<sup>th</sup> Policy Committee meeting (start time 12:00 pm), both of which you are welcome to attend. The overall schedule for this plan update is to bring a draft Public Participation Plan document to the Technical Advisory Committee and the Policy Committee in the month of September, to be



released for a 45-day public review period. After a public review period, planned adoption at the November 28, 2017 Policy Committee meeting.

If you have questions or comments, please contact me. I look forward to hearing from you,

Kim Sapunar  
[ksapunar@mwvcog.org](mailto:ksapunar@mwvcog.org)

**Comment received April 2, 2017 (11:28PM)**

Hi Mike,  
Would you please add this to comments on the PPP?

Vision, Goals, Objectives and Policies

Policy 3: add to list of under-involved populations: people for whom English is not their first language and people who are electronically isolated.

regarding the first: later in the document you refer to people with limited English proficiency, which may be the more appropriate terminology.

regarding the second group: we have areas of our region in which internet access is limited or non-existent. It is harder to stay engaged when so much of our information is made available electronically.

***Public Participation and Engagement Program (page 13-14) under the section on media placements, add video (i.e. You Tube) and interactive web pages.***

both are effective in reaching a younger demographic and communicate a significant amount of information.

thank you,  
Cathy Clark, Mayor  
[clarkc@keizer.org](mailto:clarkc@keizer.org)  
503-932-1731

**Response:**

Mayor Clark,  
Thank you for your comments on the draft SKATS Public Participation Plan.

Regarding your first comment, the U.S. Census Bureau defines households as 'limited English proficiency' when no one in the household over the age of 14 speaks English 'well.'

To address this population, we do a demographic analysis of the SKATS area to calculate the number and where such households are located (in broad geographic terms). A second analysis is done to determine what the primary language is for the households with limited English proficiency. In the SKATS area the predominate language is Spanish. As part of the public outreach for the long-range plan (the Regional Transportation Systems Plan – RTSP) and the short-term implementation plan (the Transportation Improvement Program – TIP) a flyer of the important information is translated into Spanish. These are made available at the public events and mailed to groups whose focus is the Spanish-speaking communities in the area.

Regarding electronically isolated communities; while the majority of the plans and documents that SKATS produces are available via our website, we typically do distribute printed copies of draft and final documents to the Salem Public Library and the Keizer Community Library. Copies of all documents are also available from the MWVCOG/SKATS office.

In addition, we have revised the Policy statement to read:

**Policy 3:** SKATS will work to identify traditionally under-involved populations within the region, including minority, low income, limited English proficiency, internet/electronically isolated, and senior citizen populations.

Regarding your final comment, we are not recommending this be included in the current draft of the PPP as we need additional time to determine the feasibility of SKATS producing video promotions for the products that are produced. Further discussion of this suggestion will take place during work to revise the PPP during the summer and fall of 2017 to address the corrective action identified by the FHWA and the FTA.

Ray Jackson

**On July 11, 2017, the TAC discussed the above comments and agreed to the following to be reflected in the plan update:**

1. Mayor Clark's comment to add "video and interactive web pages" will be incorporated in the PPP by adding them these tools as possible, but not required depending on available resources during plan development.
2. Mr. Fortey's first comment to "... encourage the dissemination of technical reports and data ..." will be added and qualified to indicate for only that information made available to SKATS.
3. Mr. Fortey's second comment regarding "... eligibility, criteria for selection, how programs and projects reflect regional priorities ..." will not be included as

descriptions about eligibility, criteria, and reflecting regional priorities are currently addressed in the TIP and RTSP planning process. Mr. Fortney was asked via email for further clarity on his comment, but he did not respond to staff.

**Input/email before Public comment period of the second 2017 PPP update:**

**From:** Karianne Schlosshauer [mailto:kari@saferoutespartnership.org]  
**Sent:** Thursday, July 13, 2017 9:30 AM  
**To:** Sapunar, Kimberley <KSapunar@mwvcog.org>  
**Subject:** Mailing list

Please add me to your mailing list for the update to the Public Participation Plan (PPP) for public involvement in Regional Transportation planning. Thank you.

Kari Schlosshauer (*she/her/hers*)

Pacific Northwest Regional Policy Manager  
Safe Routes to School National Partnership

---

503/734-0813 (mobile)  
[kari@saferoutespartnership.org](mailto:kari@saferoutespartnership.org)  
Portland, Oregon

**From:** Sapunar, Kimberley  
**Sent:** Thursday, July 13, 2017 9:54 AM  
**To:** 'Karianne Schlosshauer' <kari@saferoutespartnership.org>  
**Subject:** RE: Mailing list

Thank you for your interest.  
Kim

**From:** Mike Evans [mailto:mevans4466@gmail.com]  
**Sent:** Friday, July 14, 2017 11:31 AM  
**To:** Sapunar, Kimberley <KSapunar@mwvcog.org>  
**Subject:** SKATS Mailing List

Dear Ms. Sapunar,

Please add me to the SKATS mailing list. I'm very interested in our communities transportation needs and planning process.

Thank you,

Mike Evans

**From:** Sapunar, Kimberley  
**Sent:** Monday, July 17, 2017 8:16 AM  
**To:** 'Mike Evans' <mevans4466@gmail.com>  
**Subject:** RE: SKATS Mailing List

Mr. Evans,  
Thank you for your interest, I will add you to our mailing list.

Thanks,  
Kim

**From:** Jason Short [mailto:jasonrachelshort@icloud.com]  
**Sent:** Sunday, July 16, 2017 10:12 PM  
**To:** Sapunar, Kimberley <KSapunar@mwvcog.org>  
**Subject:** Updates on 3rd bridge

I would like to receive email updates on the progress being made for a third bridge in West Salem.

Jason Short  
Attorney at Law

PORTLAND  
OFFICE:

[12755 SW 69<sup>th</sup> Avenue, Suite 200](#)  
[Portland, Oregon 97223-3837](#)  
[503-747-7198P](#)

[503-747-2951F](#)

<http://goo.gl/maps/nn6xG>

SALEM OFFICE:

[280 Court Street, NE, Suite 290](#)  
[Salem, Oregon 97308-3443](#)  
[503-747-](#)

[7198P](#)

[503-747-](#)

[2951F](#)

<http://goo.gl/maps/w3DBf>

**From:** Sapunar, Kimberley  
**Sent:** Monday, July 17, 2017 9:31 AM  
**To:** 'Jason Short' <jasonrachelshort@icloud.com>  
**Subject:** RE: Updates on 3rd bridge

Mr. Short,

Thank you for your interest, I will add you to our mailing list. In addition, if you have not

already done so, you can join the mailing list specific to the Salem River Crossing to receive updates, using this link: <http://www.salemrivercrossing.org/comment/>

Thanks,  
Kim

-----Original Message-----

From: Jeffrey morehead [mailto:jeffrey.morehead@hotmail.com]  
Sent: Tuesday, July 25, 2017 9:43 AM  
To: Sapunar, Kimberley <KSapunar@mwvcog.org>  
Subject: Salem Keizer Area Transportation information

Good Morning,

I am West Salem resident and am interested in receiving e-mail information regarding Salem Keizer Area Transportation public participation meeting notifications. Thank you.

Jeffrey R. Morehead  
1349 Kitsap Ct NW  
Salem, Oregon 97304  
[jeffrey.morehead@hotmail.com](mailto:jeffrey.morehead@hotmail.com)

-----Original Message-----

From: Sapunar, Kimberley  
Sent: Tuesday, July 25, 2017 9:49 AM  
To: 'Jeffrey morehead' <jeffrey.morehead@hotmail.com>  
Subject: RE: Salem Keizer Area Transportation information

Hello,  
Thank you for your interest, I have added you to both our email and regular mailing lists.

Thanks,  
Kim Sapunar

**From:** Kathryn Lincoln [mailto:klincoln@q.com]  
**Sent:** Thursday, August 03, 2017 12:18 PM  
**To:** Sapunar, Kimberley <KSapunar@mwvcog.org>  
**Subject:** SKATS public participation plan u

I am interested in commenting on the update to the SKATS public participation plan. However, I am confused about how to do that. I followed the link on your website to the document titled Public Participation Plan, dated May 23, 2017. It appears to be a completed plan. However, several places in the document talk about what the plan "will do", such as on p.14, where it says

that "Participation plans will be developed for the PPP\* \* \* as necessary." Is there another document in the works?

If this is the current plan, and it was so recently adopted, why is it being revised? What are the concerns about this version? And how can the public comment on it? Is there a public comment form on-line? Where is the list of stakeholders who will be contacted when SKATS is proposing a program or project and needs public input?

I look forward to hearing from you. Thank you.

Kathy Lincoln  
503 390-7822

**From:** Sapunar, Kimberley  
**Sent:** Thursday, August 03, 2017 2:54 PM  
**To:** 'Kathryn Lincoln' <klincoln@q.com>  
**Cc:** MIKE JAFFE (MJAFFE@mwvcog.org) <MJAFFE@mwvcog.org>  
**Subject:** RE: SKATS public participation plan u

Dear Kathy Lincoln,

Thank you for your email and interest. You are correct that there is a recently completed Public Participation Plan that was adopted by our Policy Committee in May of this year. The May 2017 update reflected changes to the procedures for amendments to the Transportation Improvement Program (TIP) to be consistent with the Oregon Department of Transportation (ODOT). We are undertaking a second revision this year to address feedback we received from the Federal Highway Administration (FHWA) that came too late in the process of our earlier update to incorporate fully.

On our website, we have the tentative schedule and corresponding participation opportunities for this update, this is what we refer to as a participation plan (from page 14) for our Participation Plan. Here is that link: <http://www.mwvcog.org/skats-public-participation-plan-update/>

A draft of the revised Participation Plan is expected to be presented to our Technical Advisory Committee and Policy Committee in the month of September. If the Policy Committee accepts the draft plan at their September 26, 2017 meeting, it will be released for a 45-day public comment period. Comments can be submitted by email, mail, in person, or by phone to me Kim Sapunar [ksapunar@mwvcog.org](mailto:ksapunar@mwvcog.org) about the plan. We do not have an online comment form specific to the Participation Plan, but contact information is on our website.

In addition, I am happy to hear any of your comments you may have now, even if they are not specific to the draft document, feel free to email me at any time.

As to your question about stakeholders, we maintain a mailing list with approximately 350

interested parties that we notify at the beginning of any our plan updates, and another email list with approximately 200 names.

I have added your email to our notification list, and I hope that this answers your questions, please feel free to contact me.

Sincerely,  
Kim Sapunar

**Email and comments with FHWA and FTA before the second 2017 PPP public comment period (draft document made available to FHWA and FTA):**

**From:** Odenthal, Karen  
**Sent:** Tuesday, August 22, 2017 11:53 AM  
**To:** Rachael Tupica ([rachael.tupica@dot.gov](mailto:rachael.tupica@dot.gov)) <[rachael.tupica@dot.gov](mailto:rachael.tupica@dot.gov)>; Jeremy Borrego ([Jeremy.Borrego@dot.gov](mailto:Jeremy.Borrego@dot.gov)) <[Jeremy.Borrego@dot.gov](mailto:Jeremy.Borrego@dot.gov)>  
**Cc:** Jaffe, Mike <[MJaffe@mwvcog.org](mailto:MJaffe@mwvcog.org)>; Sapunar, Kimberley <[KSapunar@mwvcog.org](mailto:KSapunar@mwvcog.org)>  
**Subject:** SKATS PPP Update

Jeremy and Rachael,

In May of this year, the SKATS Public Participation Plan (PPP) was revised and adopted by the Policy Committee with minor changes to reflect the updated procedures for processing amendments to the Transportation Improvement Program (TIP) to be consistent with ODOT and FHWA. Additionally, some changes were made based on initial discussions from the SKATS Quadrennial Review. During the public review period, we received some comments that we felt deserved additional time to consider. We also received the final findings from the SKATS Quadrennial Review. Because we had a corrective action to revise the PPP by December 2017, we are in the process to update the PPP again.

I have attached a memo describing the proposed changes to the document, as well as a draft PPP. The Quadrennial Review was based on the 2013 version of the PPP, so I have included it as well as the currently adopted 2017 PPP. We would like your comments on the proposed draft changes. We are planning on bringing this to the Technical Advisory Committee and Policy Committee in September to release for public review in order to meet our December deadline. If you have any comments, please submit them prior to September 12 to Kim Sapunar at [KSapunar@mwvcog.org](mailto:KSapunar@mwvcog.org). Please let us know if the comments adequately address your concerns. Thank you.

*Karen Odenthal*

Senior Transportation Planner  
SKATS Metropolitan Planning Organization (MPO)  
503-540-1608  
[kodenthal@mwvcog.org](mailto:kodenthal@mwvcog.org)

**From:** Tupica, Rachael (FHWA) [<mailto:Rachael.Tupica@dot.gov>]  
**Sent:** Monday, September 11, 2017 5:06 PM  
**To:** Odenthal, Karen <[kodenthal@mwvcog.org](mailto:kodenthal@mwvcog.org)>  
**Cc:** Borrego, Jeremy (FTA) <[jeremy.borrego@dot.gov](mailto:jeremy.borrego@dot.gov)>  
**Subject:** FW: SKATS PPP Update

Karen,

Thank you for the updated draft PPP to review. Jeremy and I both reviewed and have just minor comments/questions, but overall think SKATS has done a good job updating the PPP.

- Did ODOT review and provide comments on the draft PPP meeting the Federal requirements?
- It's a great practice to develop document/process specific PPPs when developing a RTSP, TIP, etc. Glad to see that's SKATS intent.
- Better clarify/define TIP amendments A vs B and ensure they are consistent between page 11 and 13
- Page 14:
  - a.) - How does a member of the public get on the email distribution list?
  - h.) – Can you be more specific on the outreach strategies? For example, are there specific newsletter, newspapers, etc. that you'll be publishing press releases in or specific groups/organizations will you reach out to?
- Pages 15-20:
  - Interested parties mailing list – how does a member of the public get on the email distribution list?
  - Press releases – are there specific newspapers, newsletters, etc. you'll be publishing those in?
  - Is "Interested parties mailing list" an outreach strategy or a Notification?
  - RTSP Development – The transportation system Goals and Objectives seem to be a popular decision point where the public is consulted as that sets the foundation for the rest of the process – just as an FYI
  - The CFR calls for explicit information on how the MPO will engage with the public, some of this information may come more through the process/document specific PPPs developed for RTSP/TIP development?
- For future processes, as SKATS is developing documents, the public comment summaries (disposition for comments) for each document needs to be tied back to how public comments influenced each document.

Please let us know if you have any questions on our comments.

Thanks,

Jeremy and Rachael

**Jeremy Borrego, AICP**

Transportation Program Specialist  
Federal Transit Administration  
Region 10 – Seattle, WA  
206-220-7956

*Rachael*

Rachael E. Tupica  
Senior Community Planner  
Federal Highway Administration | Oregon Division  
(503) 316-2549 | [Rachael.Tupica@dot.gov](mailto:Rachael.Tupica@dot.gov)



**Staff discussion and responses to comments from FHWA and FTA and subsequent changes made to the PPP in September 2017, before the release of document for the public comment period:**

- Dan Fricke of ODOT on the Technical Advisory Committee reviewed the PPP, in addition he forwarded it to Lou Torres for review and/or comment.
- Comment for SKATS – no response needed in the language of the PPP
- Throughout the document, more language was added to clarify the difference between TIP amendments A and B as they were referenced.
- Page 14:
  - a) more detail was added about how people can join the notice lists on page 9,
  - h) This paragraph has been further expanded and now references the Salem Human Rights and Relations Advisory Committee and the Cherriots Special Transportation Fund Advisory Committee, both groups SKATS intends to utilize to increase outreach. SKATS has been working on increasing the number of organizations, clubs and groups that work with or represent historically underserved populations (low-income and/or minority) in the Salem-Keizer area. This contact list is regularly changing with additions of new contacts and deletions when organizations close or merge. Because of the changing nature of the list, the individual organizations have not been added to the language of the PPP itself. As of September 2017, the list includes the Latino Business Alliance, Catholic Community Services, Mano a Mano, NAACP Salem-Keizer Chapter, Salem/Keizer Coalition for Equality, NW Senior and Disability Services, Goodwill, Salvation Army, Latinos Unidos Siemre, Salem Leadership Foundation, Salem Free Clinics, La Grand radio station (Spanish language), and numerous businesses and schools located in those census tracts with higher than average minority and low-income populations.
- Pages 15-20:
  - 1) more detail was added about how people can join the notice mailing and email lists on page 9
  - 2) The primary press outlets were added to page 15
  - 3) The ‘interested parties mailing list’ serves primarily as an outreach tool
  - 4) Comment for SKATS – no response needed in the language of the PPP
  - 5) Comment for SKATS – no response needed in the language of the PPP
- Comment for SKATS – no response needed in the language of the PPP

**Comments received during Public Review period Sept 26, 2017 to Nov 10, 2017 and staff responses:**

**From:** Pamela Barlow-Lind [<mailto:pamelal@ctsi.nsn.us>]

**Sent:** Thursday, September 28, 2017 11:17 AM

**To:** Moore, Lori <[lomoore@mwvcog.org](mailto:lomoore@mwvcog.org)>

**Subject:** RE: email for PPP distribution list

Hi, Lori.

Just FYI and for your "public input record", I've forwarded the draft PPP to our Tribal Salem Area Office for their review and comment, should they like.  
I'll take a look at it, too.

Pam Barlow Lind  
Tribal Planner, CTSI  
201 SE Swan Ave  
Siletz, OR 97380  
Ph: (541) 444-8361  
Fax: (541) 444-8362

**From:** Moore, Lori  
**Sent:** Thursday, September 28, 2017 11:18 AM  
**To:** 'Pamela Barlow-Lind' <[pamelal@ctsi.nsn.us](mailto:pamelal@ctsi.nsn.us)>  
**Subject:** RE: email for PPP distribution list

Thank you very much! Your guidance and assistance is appreciated.

**From:** Ted Stonecliffe [mailto:[ted.stonecliffe@cherriots.org](mailto:ted.stonecliffe@cherriots.org)]  
**Sent:** Monday, October 02, 2017 1:15 PM  
**To:** Sapunar, Kimberley <[KSapunar@mwvcog.org](mailto:KSapunar@mwvcog.org)>  
**Cc:** Chris French <[Chris.French@cherriots.org](mailto:Chris.French@cherriots.org)>; Steve Dickey <[Steve.Dickey@cherriots.org](mailto:Steve.Dickey@cherriots.org)>  
**Subject:** SKATS PPP comments

Hi Kim,

Here are some comments on the PPP update from the Planning staff here at Cherriots. Let me know if you need clarification or have any questions. Thanks!

1. SAMTD has an adopted Title VI program, which includes reference to the SKATS PPP as our model for public participation until SAMTD has developed its own PPP. A copy of the document is available on our website. Scroll to the bottom of the page for access to the program and its attachments: <http://cherriots.org/en/about-us/who-we-are>. A reference to all of the Title VI programs of the partner agencies would be helpful on page 3 of the SKATS PPP. Other civil rights groups such as the City of Salem Human Rights and Relations Advisory Commission would be good to list since this is a good resource group when it comes to doing outreach to minority groups in Salem-Keizer.

2. The section on SAMTD on page 13 only mentions Section 5307 funds, but fails to cover any of the other federal or state grant programs the District receives such as Sections 5310, 5311, 5339, or Special Transportation Fund grant funds. A clarification should be added stating that SAMTD is a Designated Recipient of Sections 5307, 5310, and 5339 funds. Other Federal Section 5310, 5311, and State Special Transportation Fund dollars are awarded/allocated by ODOT.

3. In addition to item "h" on page 15, I would encourage SKATS to utilize existing groups such as the City of Salem Human Rights and Relations Advisory Commission and the Cherriots Special Transportation Fund Advisory Committee when trying to reach out to traditionally underserved populations such as minorities, low-income, seniors, and people with disabilities.

4. For the table of "Measures of Effectiveness" on p.20-21, these are good evaluation criteria, but what are the targets that determine

whether SKATS' outreach efforts are effective and of high quality? I would like to see these targets stated in a new column next to the "objective" column that contains these targets, which would change with each update to the PPP. Otherwise, how will SKATS staff determine the level of effectiveness? A baseline needs to be established for each outreach tool.

--

**Ted Stonecliffe**

Transit Planner II, Programs

[ted.stonecliffe@cherriots.org](mailto:ted.stonecliffe@cherriots.org)

Direct: 503-361-7534



555 Court St NE, Suite 5230  
Salem, OR 97301

Administration: 503-588-2424

Fax: 503-566-3933

**From:** Sapunar, Kimberley

**Sent:** Monday, October 02, 2017 1:34 PM

**To:** 'Ted Stonecliffe' <[ted.stonecliffe@cherriots.org](mailto:ted.stonecliffe@cherriots.org)>

**Cc:** Chris French <[Chris.French@cherriots.org](mailto:Chris.French@cherriots.org)>; Steve Dickey <[Steve.Dickey@cherriots.org](mailto:Steve.Dickey@cherriots.org)>

**Subject:** RE: SKATS PPP comments

Thanks very much Ted, your input is greatly appreciated.

Kim

Kimberley Sapunar, GISP  
Associate Planner / GIS Analyst  
[ksapunar@mwvcog.org](mailto:ksapunar@mwvcog.org)

**Mid-Willamette Valley Council of Governments**

100 High Street SE, Suite 200, Salem Oregon 97301

direct: [503.540.1611](tel:503.540.1611)

office: [503.588.6177](tel:503.588.6177)

[www.mwvcog.org](http://www.mwvcog.org)

**From:** Sapunar, Kimberley

**Sent:** Tuesday, October 24, 2017 9:47 AM

**To:** 'Ted Stonecliffe' <[ted.stonecliffe@cherriots.org](mailto:ted.stonecliffe@cherriots.org)>

**Cc:** Chris French <[Chris.French@cherriots.org](mailto:Chris.French@cherriots.org)>; Steve Dickey <[Steve.Dickey@cherriots.org](mailto:Steve.Dickey@cherriots.org)>

**Subject:** RE: SKATS PPP comments

October 24, 2017

Hi Ted,

This email is in follow-up to your comments from Cherriots' Planning staff regarding the Draft Public Participation Plan. I wanted to specifically let you know how we have incorporated and addressed the comments here.

Comment 1: We have included a reference to SAMTD's Title VI program on page 3.

Comment 2: We have updated the sections on funding on page 13 to include all current grant programs the District receives.

Comment 3: Paragraph (h) is new to this PPP update. We have expanded and re-phrased the section to include a reference to the both the Salem Human Rights Commission and the Cherriots Special Transportation Fund Advisory Committee, and other outreach strategies.

Comment 4: We have discussed this criteria for effectiveness in depth here in the office and at the TAC meeting. Our feedback from FHWA did not ask for target values or performance measures per se, but rather a process for evaluation, nor did they did not have any comment on the inclusion of this table one way or another. We hesitate to codify target values, for example 50 website hits as a measure of the quality of the outreach, and then each time the TIP or RTSP is updated, increase the number progressively as a target. We are aiming for a qualitative evaluation of progress. As such, we appreciate your comments but are not making a change to the measures of effectiveness at this time.

We appreciate the time in review of the Public Participation Plan and the comment provided from your team.

Sincerely,

Kim

**From:** Ted Stonecliffe [mailto:[ted.stonecliffe@cherriots.org](mailto:ted.stonecliffe@cherriots.org)]  
**Sent:** Tuesday, October 24, 2017 9:52 AM  
**To:** Sapunar, Kimberley <[KSapunar@mwvcog.org](mailto:KSapunar@mwvcog.org)>  
**Cc:** Chris French <[Chris.French@cherriots.org](mailto:Chris.French@cherriots.org)>; Steve Dickey <[Steve.Dickey@cherriots.org](mailto:Steve.Dickey@cherriots.org)>  
**Subject:** Re: SKATS PPP comments

Thanks Kim. I appreciate the follow-up to know how the document will reflect our comments.  
-Ted

**Response to query from Alex Phillips, no comment given.**

**From:** PHILLIPS Alex \* OPRD [<mailto:Alex.Phillips@oregon.gov>]  
**Sent:** Tuesday, October 17, 2017 1:27 PM

**To:** Moore, Lori <lomoore@mwvcog.org>  
**Subject:** RE: SKATS October Policy Committee Meeting

Lori: As I recall there is a public comment period on the public involvement for STIP (I think that was what it is for). When does the comment period close? Thanks.



**Alexandra Phillips** | Bikeways and Waterways Coordinator, Grants and Community Programs  
Business and Technology Solutions  
Desk: 503.986.0631 | Cell: 503.480.9092

**From:** Sapunar, Kimberley  
**Sent:** Tuesday, October 17, 2017 2:43 PM  
**To:** 'Alex.Phillips@oregon.gov' <Alex.Phillips@oregon.gov>  
**Subject:** RE: SKATS October Policy Committee Meeting

Alex,  
Your email was forwarded to me to answer. We are currently in a public comment period for the SKATS Public Participation Plan (PPP), comments to be received until November 10, 2017. Here is a link to more information and a copy of the draft document:  
<http://www.mwvcog.org/skats-public-participation-plan-update/>

Please let me know if you have any questions,  
Thank you  
Kim

Kimberley Sapunar, GISP  
Associate Planner / GIS Analyst  
[ksapunar@mwvcog.org](mailto:ksapunar@mwvcog.org)

**Mid-Willamette Valley Council of Governments**  
100 High Street SE, Suite 200, Salem Oregon 97301  
direct: [503.540.1611](tel:503.540.1611)  
office: [503.588.6177](tel:503.588.6177)  
  
[www.mwvcog.org](http://www.mwvcog.org)

November 8, 2017

Phone call from Joan Lloyd. Ms. Lloyd read the PPP and felt it was a constructive document. She asked what types of outreach was being done for reaching low-income populations. She suggested using the Marion Polk Food Share and the Senior Center as

locations to reach low-income residents.

Jello879@gmail.com

**Comments received after the public comment period ended November 10, 2017,  
but before the Policy Committee meeting on November 28, 2017.**

none

### Summary of Outreach Activity, SKATS Public Participation Plan - Late 2017

	Task	Notes	Completed
1	Website	News banner	7/5/2017
		Announcing Update & schedule	7/5/2017
		Public Comment period/ Draft available	9/26/2017
2	Distribution List - Email	Announcing PPP update & schedule	7/10/2017
		Public Comment period/ Draft available	9/27/2017
3	Distribution List - Physical mailing/Flyer	Public Comment period/ Draft available	9/27/2017
4	Flyer		
	Libraries	Salem, stack of flyers left at info table	10/3/2017
	Center 50+	flyers left at info table	
	Individual businesses:		
		Croissant and Company - window	
		MWVCOG window	
		Downtown Starbucks - Board	
		Book Bin - Window	
		The Beanery - flyers on info table	
		Governor's cup - flyers on info table	
5	Press Release in English and Spanish	<b>Send to media list via email</b> CCTV Chemeketa Courier Hilltop News Keizer Times KWVT Salem News Salem Weekly News Statesman Journal Events Statesman Journal Newsroom	9/27/2017
		<b>Send to media list via mailing</b> The Oregonian Keizer Times Turner Community Newsletter City Desk - Statesman Journal KYKN Radio	9/27/2017
6	Social media		
	Blogs	Breakfast on Bikes	9/25/2017
	Local jurisdiction's social media (i.e., Facebook)	Transit - on Facebook and Twitter	10/6/2017
	Blogs	Breakfast on Bikes	11/27/2017
7	COG Newsletter	Short description in Fall newsletter	9/27/2017
8	COG Friday Report	via email	10/6/2017

## **Resolution 17-18**

### **Resolution Adopting the Public Participation Plan for the Salem-Keizer Area Transportation Study**

**WHEREAS**, the Policy Committee of the Salem-Keizer Area Transportation Study has been designated by the State of Oregon as the official Metropolitan Planning Organization (MPO) for the Salem Urban area; and

**WHEREAS**, the Policy Committee of the Salem-Keizer Area Transportation Study is authorized by the Cooperative Agreement dated April 6, 1987, and reaffirmed with the adoption of the SKATS Planning Work Program annually, to act on all administrative matters relating to transportation projects; and

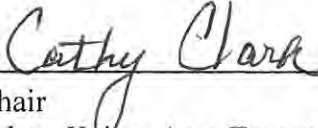
**WHEREAS**, the development of a Public Participation Program is required by the federal surface transportation act (Fixing America's Surface Transportation (FAST)) and federal transportation planning regulations for MPOs (§450.316);

**WHEREAS**, the Public Participation Plan has completed the required 45-day public review and comment period;

#### **NOW THEREFORE, BE IT RESOLVED BY THE POLICY COMMITTEE OF THE SALEM-KEIZER AREA TRANSPORTATION STUDY:**

**THAT** the Policy Committee hereby adopts the 2017 version of the SKATS Public Participation Plan for the Regional Transportation Planning Process.

**ADOPTED** by the Policy Committee of the Salem-Keizer Area Transportation Study on the 28<sup>th</sup> day of November 2017.

  
\_\_\_\_\_  
Chair  
Salem-Keizer Area Transportation Study  
Policy Committee





# SERVICE GUIDELINES **FOR BUS SERVICE**

*2018 EDITION*

*JANUARY 5, 2018*











# 6

## Public engagement

Once the service plan has been drafted, the next step is to bring that plan to the public for their input.

No matter how much thought and goes into developing the draft service plan, it is important to engage current riders and the greater community to ensure the plan best meets their needs. It is for them, after all, that Cherriots is creating this plan and delivering this service.

The primary of the public engagement process is that it brings multiple perspectives on how the draft plan will impact real people. If done well, the process will identify and eliminate any issues with the plan. The end result should be a stronger plan that the public can support.

## 6.1 Materials for public

### Draft service plan

The draft service plan will give the public a comprehensive overview of what service changes are proposed and why those decisions were made. Information in the plan will be presented using text, tables, maps, and other graphics to give riders an easy-to-understand picture of what the new service would mean for them.

The plan will be presented both in print and on a webpage. The purpose of having both versions is to make it easier to conduct outreach in person and online. Both the print version of the plan and the webpage will be translated into Spanish.

### Feedback form

In order to gather meaningful input about the plan, a short feedback form will be developed by . This form typically asks riders what they think of the overall plan (Strongly Like, Somewhat Like, Neutral, Somewhat Dislike, Strongly Dislike, or Unsure), and give them an opportunity to make suggestions for making the plan work better for them.

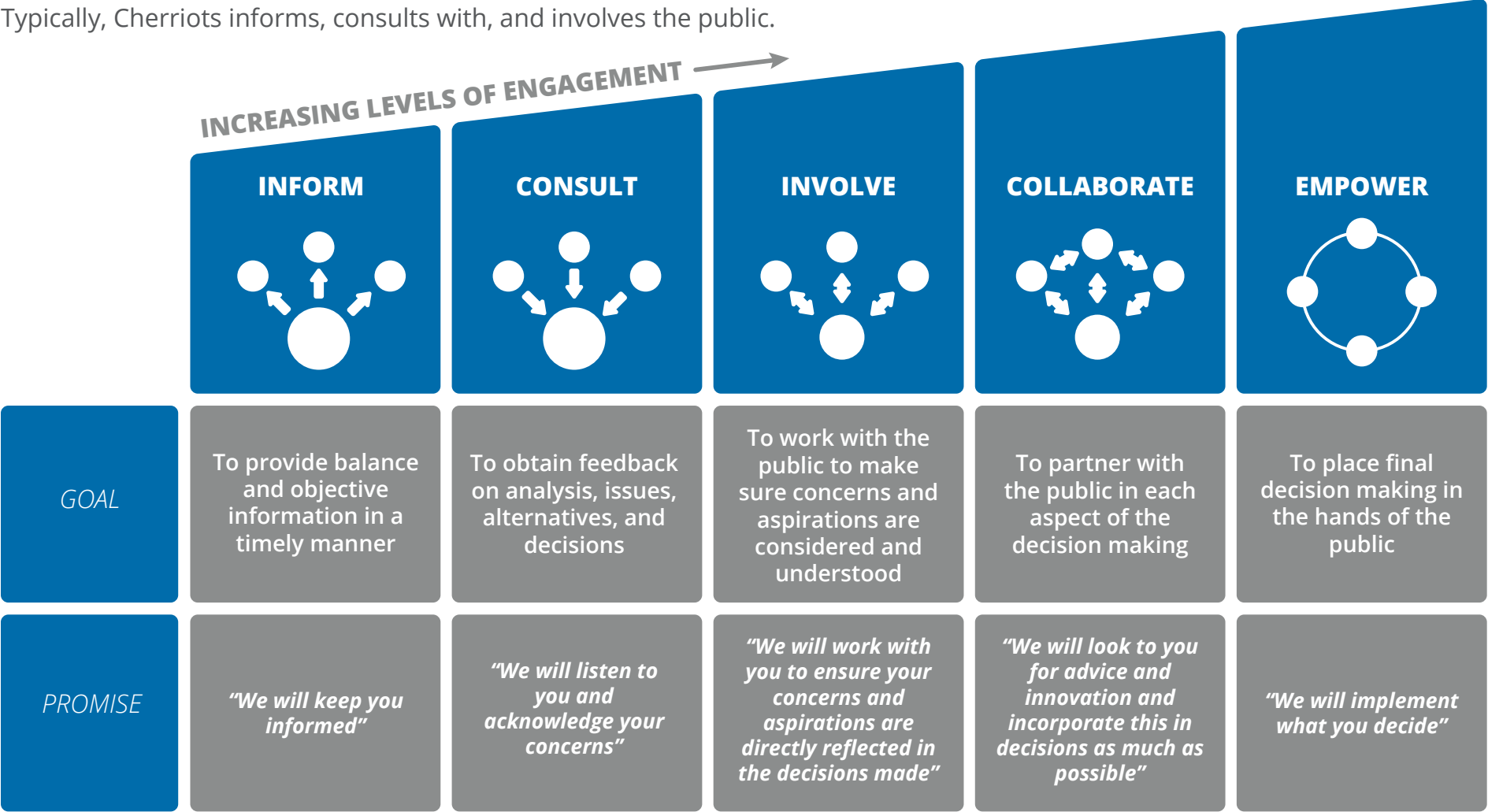
The feedback form will be developed in English and Spanish, and will be available in both a print and online version.



# 6.2 Levels of engagement

Once the draft service plan and feedback form are developed, the next step is to determine the level at which the public will be engaged. It is important to be upfront with the public about what their role will be in the process so their expectations are grounded in reality. Below are the levels of engagement, as defined by the International Association of Public Participation (IAP2). Engagement levels range from simply informing to empowering the public to make decisions.

Typically, Cherriots informs, consults with, and involves the public.



Source: International Association of Public Participation (IAP2)



# 6.3 Audiences

During the public engagement period, there are multiple audiences with which Cherriots engages. Working with these audiences

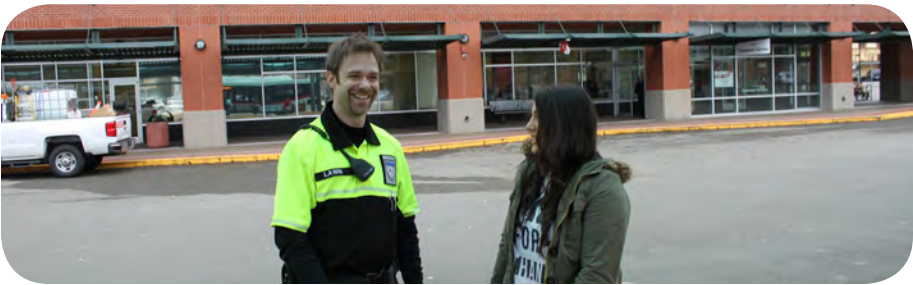
## Riders

Those who ride Cherriots buses know more than anyone what issues arise while riding transit. In order to gather their input, Cherriots conducts robust rider engagement.



## Frontline employees

Frontline employees are Cherriots employees who engage directly with riders. It is important to engage with frontline employees, both to get their perspectives on service as well as to learn more about the needs of riders.



## Partners

Partners are external organizations that work with Cherriots to help advance opportunities and conditions for travelers to use alternatives to driving alone. These partners can help get the draft service plan in the hands of more community members, which in turn helps Cherriots receive more input.



### Civic groups

Organizations whose goal is to improve neighborhoods through volunteer work by its members.



### Education

Education foundations, school districts, middle and high schools, colleges, universities, and student associations.



### Faith community

Community churches, houses of worship, and leadership foundations.



### Government

Council of governments, counties, and city governments.



### **Latino and other minority groups**

Groups focused on promoting equity and inclusiveness, including business alliances,



### **Local business**

Small businesses, corporations, hospitals and clinics, business associations, and chambers of commerces.



### **Neighborhood associations**

All neighborhood associations in Salem, Keizer, and nearby areas.



### **News media and bloggers**

Newspapers, radio stations, and local blogs.



### **Social services and nonprofits**

Organizations that provide social services and other services to the community without



### **Transit agencies**

Neighboring transit agencies that connect with Cherriots service.



### **Tribes**

The local tribes in the area are The Confederated Tribes of Grand Ronde and The Confederated Tribes of Siletz Indians.



## 6.4 Committees and meetings

Cherriots brings service plans to one internal and three external committees. These committees inform and consult on service proposals, and informs them of all service changes. also attend a number of meetings in the community on a regular basis in order to learn about community needs and keep each group informed on the latest at Cherriots.

### Committees organized by Cherriots

#### **Citizens Advisory Committee (CAC)**

The mission of the Citizens Advisory Committee (CAC) is to act as an advisory committee to the Board of Directors on transportation-related issues. The CAC also makes suggestions for transit service improvements, and advocates for enhanced funding for public transportation.

#### **STF Advisory Committee (STFAC)**

The Special Transportation Fund Advisory Committee (STFAC) advises and assists the Board of Directors on how STF and Section 5310 grant funds will be spent and provides the Board with information about each community's special transportation needs.

#### **Employee Transportation Coordinators (ETC)**

Cherriots Trip Choice organizes a quarterly Employee Transportation Coordinator (ETC) luncheon, at which the ETCs can learn about Cherriots news and transportation options updates. It is also an opportunity for ETCs to network and exchange ideas.

#### **Service Excellence Team (SET)**

The Service Excellence Team (SET) is an internal group made up of members from many Cherriots departments, including transit operators. SET members discuss service performance, operator ideas, and riders requests for changes to service, stops, and shelters. The team also reviews service plan drafts.



## Meetings attended in the community

### Community Partners of East Salem

Facilitates community connections, supports children and families, and promotes a safe, healthy, clean environment.

### Edgewater Partnership Meeting

Increase community connections, cultivate a safe and healthy environment, and enhances neighborhood pride.

### Emergency Housing Network

Brings together advocates and agencies serving the homeless and at-risk populations of greater Salem.

### Greeters

Networking program organized both by the Salem Area Chamber of Commerce and Keizer Chamber of Commerce.

### Keizer United

Builds community involvement, which strengthens families and nurtures children.

### Latino Business Alliance

Empowers small businesses in growth while promoting engagement and visibility within the larger American economy.

### North Neighbors

Strengthens community by increasing neighborhood safety and creating projects that beautify common spaces.

### Salem for Refugees

Exists to bring people and resources together to empower refugees to thrive in Salem, Oregon.

### Senior Lifestyles Meeting

Attendees participate in information sharing as well as engage in networking opportunities.

### Senior Service Networking

Open meeting for those serving the needs of seniors in the Salem area.

### Service Integration Teams

Facilitates collaboration among community partners to provide coordinated resources and information for individuals and families. Teams include Woodburn, Dallas, Independence-Monmouth, Stayton-Sublimity, North Salem, and Silverton.

### South Salem Connect

Works to increase neighborhood livability for children, youth, and families through partnerships, projects, and programs.

# 6.5 Engagement strategies

public during the public engagement period. It is not necessary to use every strategy for every outreach period. Instead, strategies are chosen depending on the nature of the service plan and

Strategies are split into six categories: promoting online, promoting on buses, promoting at transit centers, promoting in the community, inviting the public to events, and going directly to the public.



## Promoting online

Email blast to all subscribers, posts on Facebook and Twitter, and a feature element on the Cherriots home page.



Email blasts



Social media posts



Homepage features



Project webpages

## Promoting on buses

Bus ads on the inside and outside of buses, onboard announcements informing riders of the proposal, and take-



Header card ads



Exterior bus ads



Onboard announcements



Take-one fliers

## Promoting at transit centers

Posters on the walls of the customer service lobby, and sandwich boards and monitor ads at the transit centers.



Posters



Sandwich boards



Monitor ads

## Inviting the public to events

Organizing open houses, workshops, and focus groups, and inviting riders and other members of the public to attend.



Open houses



Workshops



Focus groups

## Promoting in the community

Fliers posted on neighborhood bulletin boards and at local businesses, notices on bus stops that could be impacted, press releases, and interviews with the media.



Fliers



Bus stop notices



Press releases



Media interviews

## Going directly to the public

Riding buses to talk directly to riders, setting up information tables at popular destinations in the community, and making presentations and announcements to community groups.



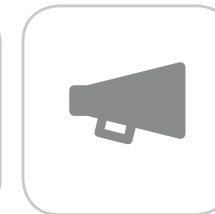
Ride alongs



Information tables



Presentations



In person announcements



## 6.6 Finalizing the service plan

### Public engagement report

Once the engagement period has concluded, all input received will be considered by \_\_\_\_\_ and the draft service plan will be

Full results of the engagement will be published in a report and made available to the public.

### Equity analysis and final service plan

Once the service plan is \_\_\_\_\_ will update the equity analysis to ensure there are no new potential disparate impacts and disproportionate burdens.

The service plan will be \_\_\_\_\_ by the \_\_\_\_\_ Thursday in May and made available in both English and Spanish.



## 6.7 Board consideration

For any service plan that includes a change as a major service change, both the service plan and the equity analysis need to be approved by the Cherriots Board of Directors. If any of those major service changes result in a decrease in service, a public hearing is required. must post a notice in local newspapers informing the public of the time and location of the hearing at least 30 days in advance.

*For the Annual Service Change, the board meeting (which typically includes a public hearing) takes place on the fourth Thursday in May.*

If the service plan is approved by the Board of Directors, the next step is for to begin the work necessary to successfully implement the new service.



## **Attachment F: 2017 Needs Assessment and 2018 Public Engagement Report**

The following are copies of the SAMTD Needs Assessment, completed in November, 2017, and the 2018 Public Engagement Report. These were both used to support the “A Better Cherriots” major service change, which occurred on September 1, 2019.





# 2017 NEEDS ASSESSMENT REPORT

NOVEMBER 2017



<b>1. Introduction</b>	3
1.1 Unmet transit needs	3
1.2 Service planning process	3
<b>2. Existing conditions</b>	4
2.1 Cherriots services	4
2.2 Performance	7
<b>3. Demographics and travel patterns</b>	11
3.1 Population and jobs	13
3.2 Population	15
3.3 Jobs	17
3.4 Poverty	19
3.5 Minorities	21
3.6 Car free	23
3.7 Seniors	25
3.8 Youth	27
3.9 Disabled	29
3.10 Limited English	31
3.11 Origin-destination travel patterns	33
3.12 Changing businesses and development	37
<b>4. Rider and community engagement</b>	39
4.1 Saturdays, Sundays, and weekday evenings	40
4.2 Holidays	47
4.3 Frequency versus coverage	48
4.4 Other topics	51
<b>5. Frontline employee engagement</b>	57
5.1 What employees have heard from riders	58
5.2 How to set employees up for success	59
5.3 How to spend additional funds	60
5.4 Anything else	61

<b>6. Unmet transit needs</b>	63
6.1 Saturday service	63
6.2 Extended weekday evening service	63
6.3 Sunday service	64
6.4 Holiday service	64
6.5 Increased weekday frequency	65
6.6 Expanded coverage	67
6.7 Additional cities	69
6.8 Improved timing and transfers	70
6.9 Improved on-time performance	71
6.10 More shelters and seating	72
6.11 Fare changes and additional payment options	73
<b>7. Next Steps</b>	75
7.1 Plan development (December 2017-January 2018)	76
7.2 Public engagement (February-March 2018)	76
7.3 Finalization (April 2018)	76
7.4 Board review (May 2018)	76
7.5 Implementation (June-August 2018)	76
7.6 Service enhancement referral (TBD)	76
<b>Attachment A. Rider and Community Survey</b>	77
English	77
Spanish	79
<b>Attachment B. Frontline Employee Survey</b>	81

# 1. Introduction

Each year Cherriots performs a needs assessment to determine unmet transit needs in the region. In order to determine needs, staff assesses current system performance, demographic shifts, and travel pattern data, then gathers input from current riders, community partners, and frontline employees.

From there, staff determine whether Cherriots bus service, other Cherriots services, and public and private transportation services in the region meet all transit needs. For any transit needs determined to be unmet, Cherriots evaluates whether those needs can be met using current or future resources.

## 1.1 Unmet transit needs

An unmet transit need is any need in the region for additional public transportation services to meet existing basic mobility needs currently not being met through the existing bus service or alternatives services.

Once an unmet transit need is identified, staff will determine if it is reasonable for Cherriots to meet that need using the following criteria:

1. Can be implemented consistent with service design standards.
2. Can be implemented safely and in accordance with local, state, and federal laws and regulations.
3. Excluding the first three years of operation, the proposed service would not fail to meet performance targets.
4. Excluding the first three years of operation, the proposed service would not cause the overall system to fail to meet performance targets.
5. The proposed service would not cost more than the budget allows given available funds.

## 1.2 Service planning process

When unmet transit needs are determined to be reasonable, Cherriots will incorporate solutions to meet those needs into the plan development process. If there were a typical year, these changes would be incorporated into the annual service change in September 2018. Due to increased funding expected in 2019, this needs assessment will also inform plans for service enhancements in 2019.

## **2. Existing conditions**

In this section are the current services Cherriots offers, as well as performance results from the FY17 Annual Performance Report.

### **2.1 Cherriots services**

Cherriots operates local bus service in the Salem-Keizer area, and also operates other services: Cherriots Regional, Cherriots LIFT, and Cherriots Shop and Ride. In addition to operating service, Cherriots provides travel training, and through the Cherriots Trip Choice program helps connect riders with transportation options including transit, carpools and vanpools, biking, and walking.

#### ***2.1.1 Cherriots***

Local bus routes serve local streets in the Salem-Keizer area, providing service within the urban growth boundary (Figure 2-1). Additionally, the West Salem Connector provides on-demand bus service in West Salem.

#### ***2.1.2 Cherriots Regional***

Regional express routes provide commuter express bus service between towns and cities mostly in Marion and Polk counties (Figure 2-2). Additionally, Cherriots provides the Polk County Flex, a origin-to-destination service in Dallas, Monmouth, and Independence.

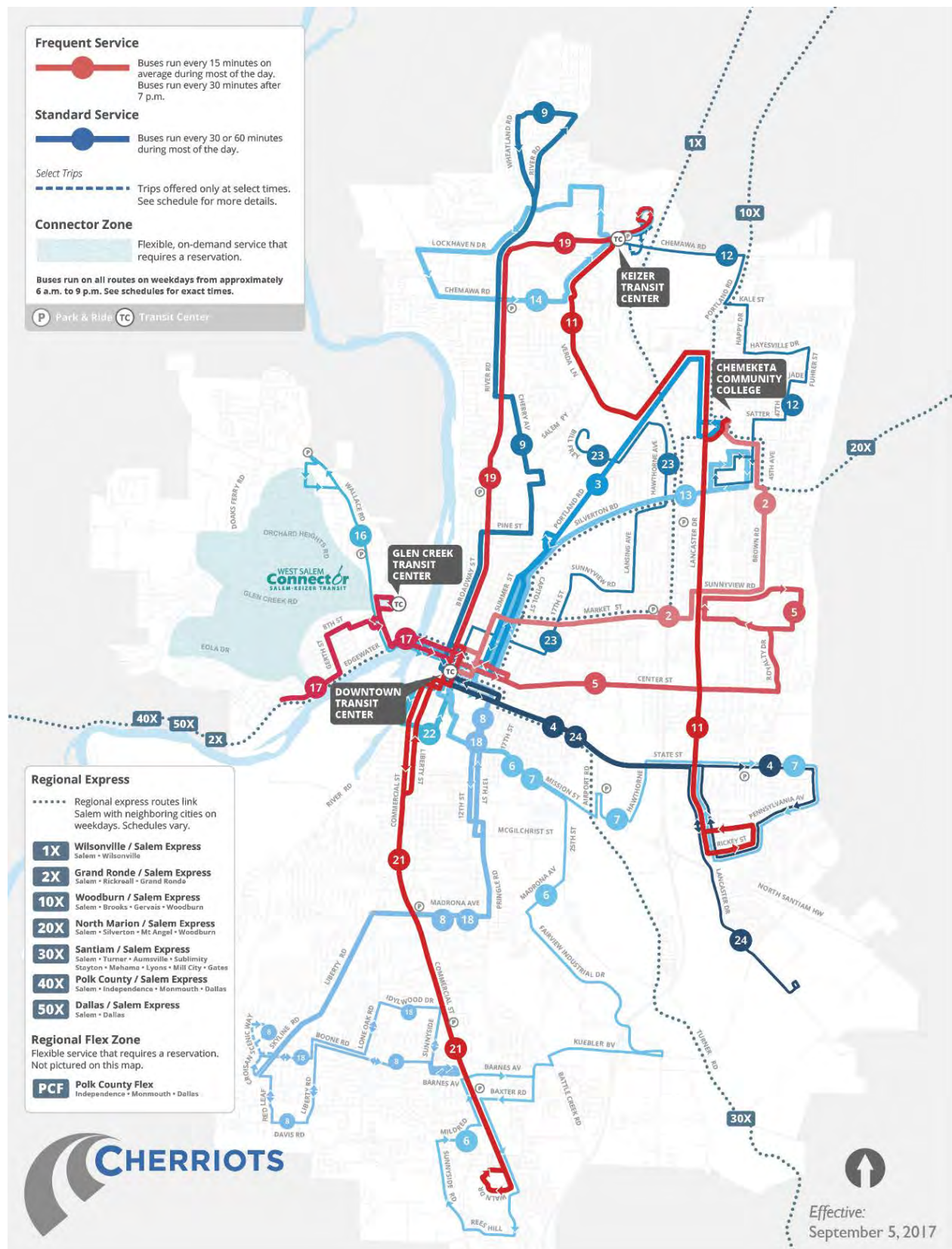
#### ***2.1.3 Cherriots LIFT***

Origin-to-destination paratransit service provides rides to those who are unable to access regular bus service. LIFT serves the Salem-Keizer urban growth boundary. Riders must be found eligible and trips must be scheduled in advance.

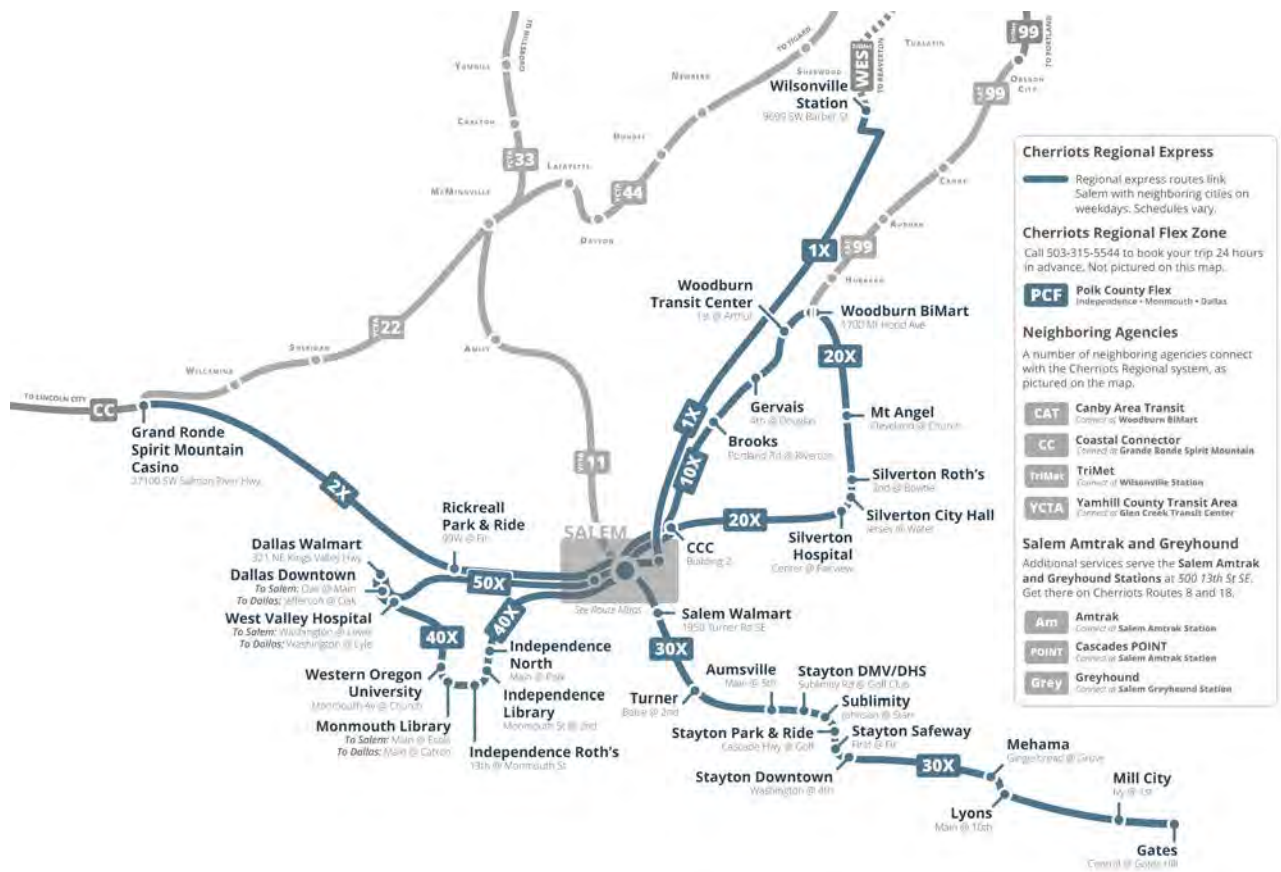
#### ***2.1.4 Cherriots Shop and Ride***

Shop and Ride includes both a shopper shuttle and origin-to-destination service for seniors and individuals with disabilities. This service operates throughout the Salem-Keizer urban growth boundary and trips must be scheduled in advance.

**Figure 2-1.** Current local bus route map



**Figure 2-2.** Current regional bus route map





## 2.2 Performance

It is difficult to evaluate performance on the route level using data from the entire fiscal year due to seasonal fluctuations and triannual service changes. As a result, staff have created route snapshots to measure performance using data from April 2017.

*Note:* Staff have not included contracted regional routes because in April 2017 the commuter express routes were not yet in service.

### 2.2.1 Revenue hours, revenue miles, and boardings

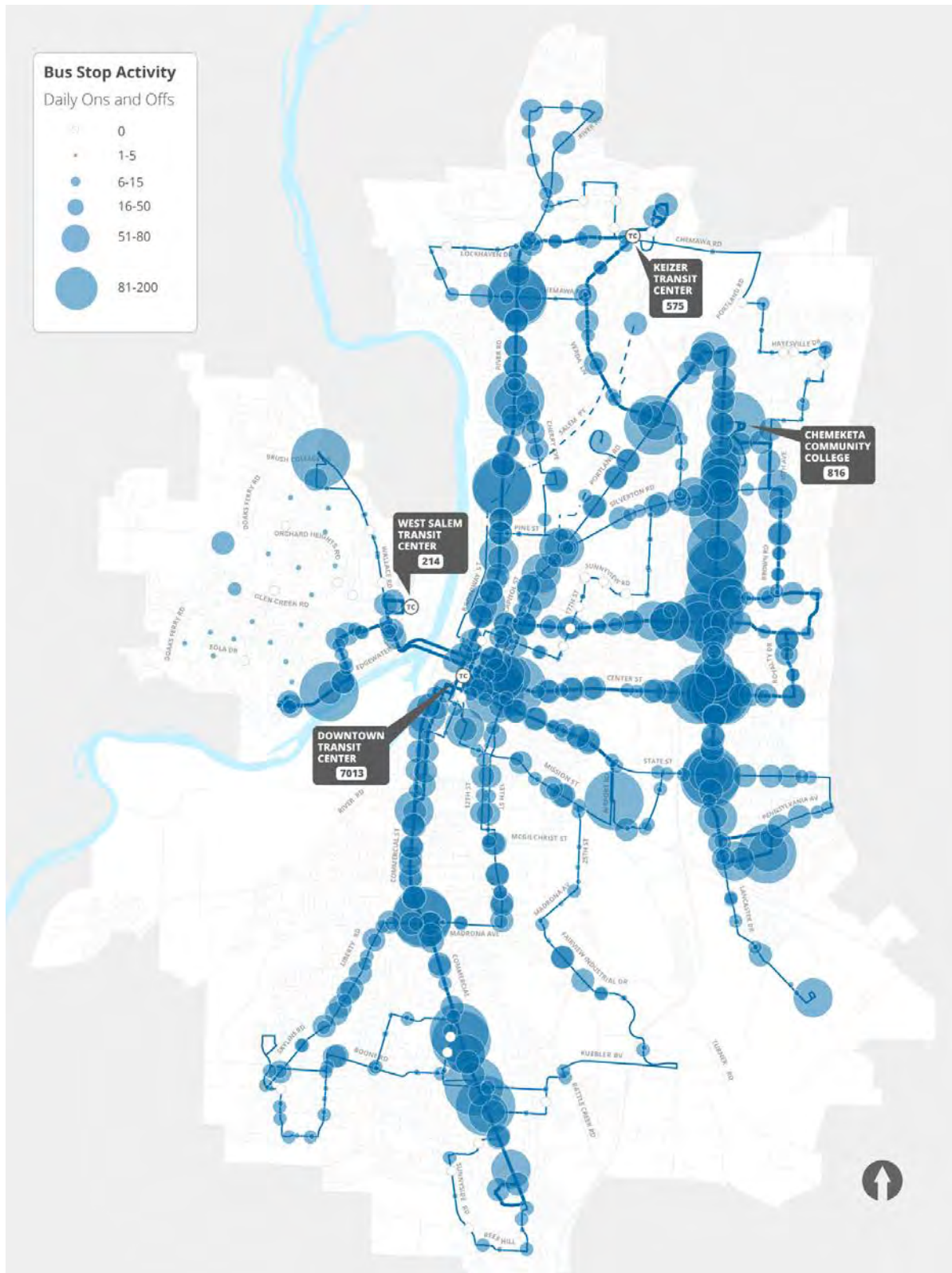
In Table 1 below are the revenue hours, revenue miles, and boardings for each route.

**Table 2-1.** Daily Averages by Route

	Route	Daily Averages		
		Revenue Hours	Revenue Miles	Boardings
1X	Wilsonville / Salem Express	9.9	319.9	150.0
2	Market / Brown	54.1	683.8	1,331.7
2X	Grand Ronde / Salem Express	15.2	524.3	65.6
3	Portland Road	30.0	351.4	745.0
4	State Street	15.3	150.9	305.0
5	Center Street	56.7	648.7	1,143.5
6	Mission / Fairview Industrial	21.7	340.9	274.4
7	Mission / Hawthorne	15.7	205.0	290.1
8	12th / Liberty via Red Leaf	23.2	308.7	440.8
9	Cherry / River Road	30.8	455.3	471.0
11	Lancaster / Verda	90.0	1,176.1	2,148.3
12	Haysville Drive	14.9	159.9	86.6
13	Silverton Road	24.4	291.7	459.1
14	Windsor Island	15.4	226.7	93.7
15X	Airport Rd Park & Ride Express	20.2	208.0	135.2
16	Wallace Road	10.4	110.6	129.8
17	Edgewater / Gerth	48.7	464.1	636.3
18	12th / Liberty via Lone Oak	23.0	313.7	392.7
19	Broadway / River Road	58.1	701.3	1,418.4
21	South Commercial	55.1	682.4	1,362.1
22	Library Loop	6.2	60.4	54.5
23	Lansing / Hawthorne	14.9	193.0	131.7
24	State / Lancaster	15.3	177.6	291.9
WSC	West Salem Connector	15.0	192.7	61.3

Activity (ons and offs) by bus stop from the May 2017 NTD ride check are displayed in Figure 2-3.

**Figure 2-3.** Average daily bus stop activity (ons and offs)



**Source:** May 2017 NTD Ride Check



### 2.2.2 Productivity

Cherriots uses boardings per revenue hour in April 2017 to measure a route's productivity. Routes are listed in Table 2-2 by route type. Each route type has a target boardings per revenue hours, and all routes not meeting their target are highlighted in red.

**Table 2-2.** Boardings per revenue hour by route and route type

Route	Boardings / Revenue Hour
<b>CORRIDOR</b>	<i>Target = 20.0</i>
<b>3</b> Portland Road	24.8
<b>21</b> South Commercial	24.7
<b>2</b> Market / Brown	24.6
<b>19</b> Broadway / River Road	24.4
<b>11</b> Lancaster / Verda	23.9
<b>5</b> Center Street	20.2
<b>24</b> State / Lancaster	19.1
<b>8</b> 12th / Liberty via Red Leaf	19.0
<b>13</b> Silverton Road	18.8
<b>7</b> Mission / Hawthorne	18.5
<b>18</b> 12th / Liberty via Lone Oak	17.1
<b>9</b> Cherry / River Road	15.3
<b>17</b> Edgewater / Gerth	13.1
<b>6</b> Mission / Fairview Industrial	12.6
<b>16</b> Wallace Road	12.5
<b>15X</b> Airport Rd Park & Ride Express	6.7
<b>NEIGHBORHOOD SHUTTLE</b>	<i>Target = 10.0</i>
<b>22</b> Library Loop	8.8
<b>23</b> Lansing / Hawthorne	8.8
<b>14</b> Windsor Island	6.1
<b>12</b> Haysville Drive	5.8
<b>WSC</b> West Salem Connector	4.1
<b>REGIONAL EXPRESS</b>	<i>Target = 10.0</i>
<b>1X</b> Wilsonville / Salem Express	15.2
<b>2X</b> Grand Ronde / Salem Express	4.3

### 2.2.3 On-time performance

In April 2017, staff measured the end-of-route on-time performance at the Downtown Transit Center and Keizer Transit Center. Staff compared observed arrival times to scheduled arrival times. Buses that arrived up to five minutes after the scheduled arrive time were considered “on time.” Everything else was considered “late.”

The percent of trips that were on time are reported in Table 2-3. Measures are shown by time period and overall. Cells are highlighted in red when a route is not meeting its target for that time period. Targets are 85% on time overall and 75% on time during the PM peak (2-6:59 p.m.).

**Table 2-3.** End-of-route on-time performance

Route	End-of-Route On-Time Performance				
	AM	Mid	PM	Eve	Overall
<b>TARGET</b>			<b>75%</b>		<b>85%</b>
<b>1X</b> Wilsonville / Salem Express	88%	—	85%	—	86%
<b>2</b> Market / Brown	86%	96%	76%	100%	87%
<b>2X</b> Grand Ronde / Salem Express	100%	—	83%	75%	88%
<b>3</b> Portland Road	100%	97%	76%	100%	91%
<b>4</b> State Street	89%	100%	100%	100%	98%
<b>5</b> Center Street	100%	98%	98%	100%	99%
<b>6</b> Mission / Fairview Industrial	100%	100%	93%	100%	98%
<b>7</b> Mission / Hawthorne	100%	93%	53%	100%	82%
<b>8</b> 12th / Liberty via Red Leaf	100%	100%	67%	100%	89%
<b>9</b> Cherry / River Road	76%	97%	70%	100%	83%
<b>11</b> Lancaster / Verda	78%	89%	83%	78%	84%
<b>12</b> Haysville Drive	100%	100%	100%	100%	100%
<b>13</b> Silverton Road	100%	100%	87%	100%	96%
<b>14</b> Windsor Island	100%	97%	93%	100%	97%
<b>15X</b> Airport Rd Park & Ride Express	—	—	—	—	—
<b>16</b> Wallace Road	82%	100%	100%	100%	96%
<b>17</b> Edgewater / Gerth	100%	97%	98%	100%	98%
<b>18</b> 12th / Liberty via Lone Oak	89%	100%	87%	100%	93%
<b>19</b> Broadway / River Road	100%	98%	89%	89%	95%
<b>21</b> South Commercial	100%	88%	95%	100%	94%
<b>22</b> Library Loop	100%	97%	83%	83%	93%
<b>23</b> Lansing / Hawthorne	100%	100%	53%	100%	84%
<b>24</b> State / Lancaster	100%	87%	87%	100%	91%
<b>OVERALL SYSTEM</b>	93%	96%	86%	95%	92%

Changes have already been made or are planned to improve on-time performance for Routes 7, 9, 11, and 23.

### 3. Demographics and travel patterns

To determine where people are most likely to ride bus service, staff examine population and jobs data from the American Community Survey and the Longitudinal Employer-Household Dynamics program. Staff also look at groups that are most likely to need access to transit. The below figures are on the follow pages:

- **Population and jobs** (Figures 3-1 and 3-2)
- **Population** (Figures 3-3 and 3-4)
- **Jobs** (Figures 3-5 and 3-6)
- **Poverty** (Figures 3-7 and 3-8)
- **Minorities** (Figures 3-9 and 3-10)
- **Car free** (Figures 3-11 and 3-12)
- **Seniors** (Figures 3-13 and 3-14)
- **Youth** (Figures 3-15 and 3-16)
- **Disabled** (Figures 3-17 and 3-18)
- **Limited English** (Figures 3-19 and 3-20)

Staff also evaluate origin-destination travel patterns for work trips and non-work trips:

- **Work/school trips in Salem area** (Figures 3-21 and 3-22)
- **Non-work/school trips in Salem area** (Figures 3-23 and 3-24)
- **Regional commuting patterns for Salem region** (Figure 3-25)
- **Regional commuting patterns for North Willamette Valley** (Figure 3-26)

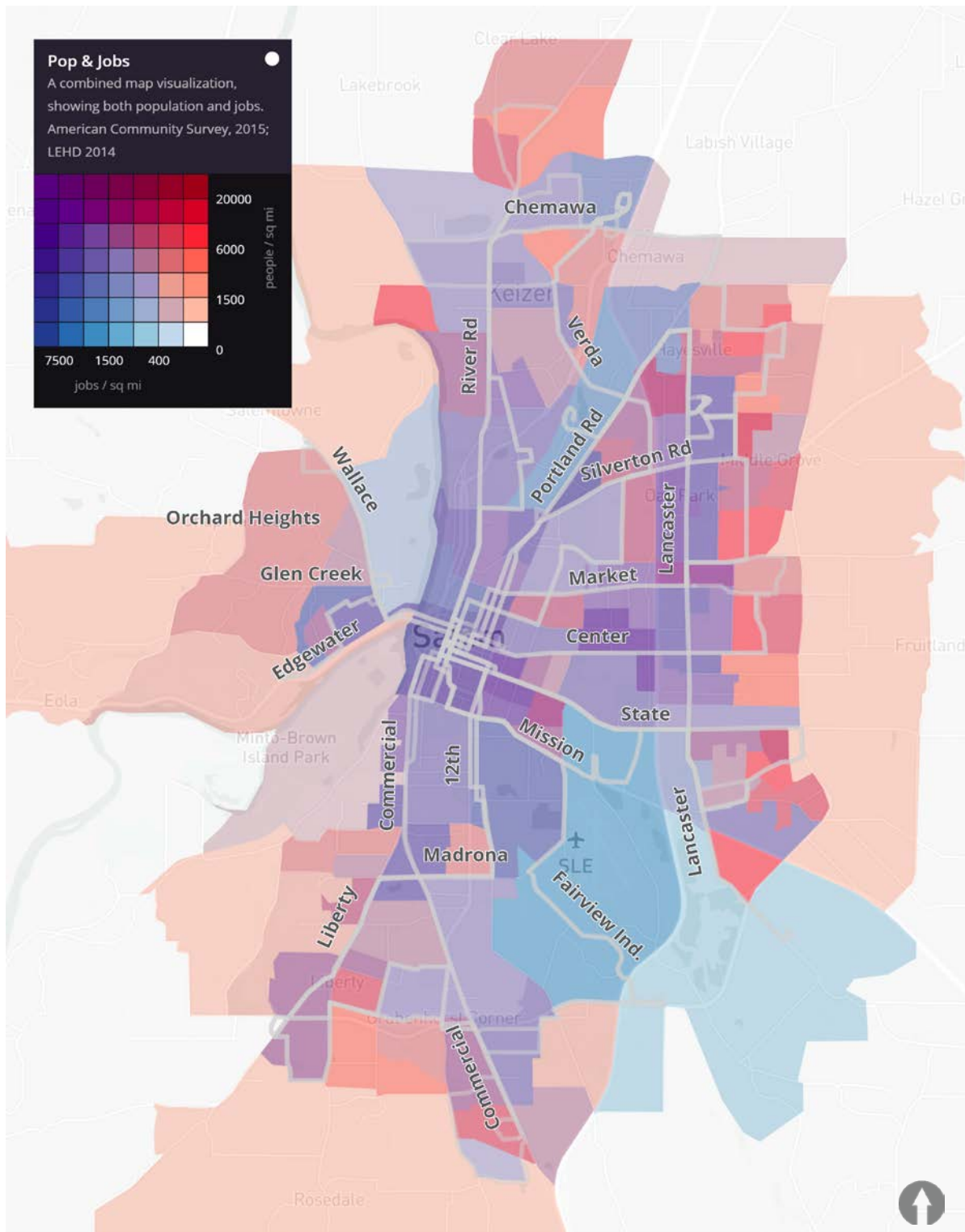
And finally, a list of recent and upcoming changes to businesses and developments is provided.



Look on pages 25 and 26 to see where seniors are concentrated in the Salem area, as well as in Marion and Polk counties.

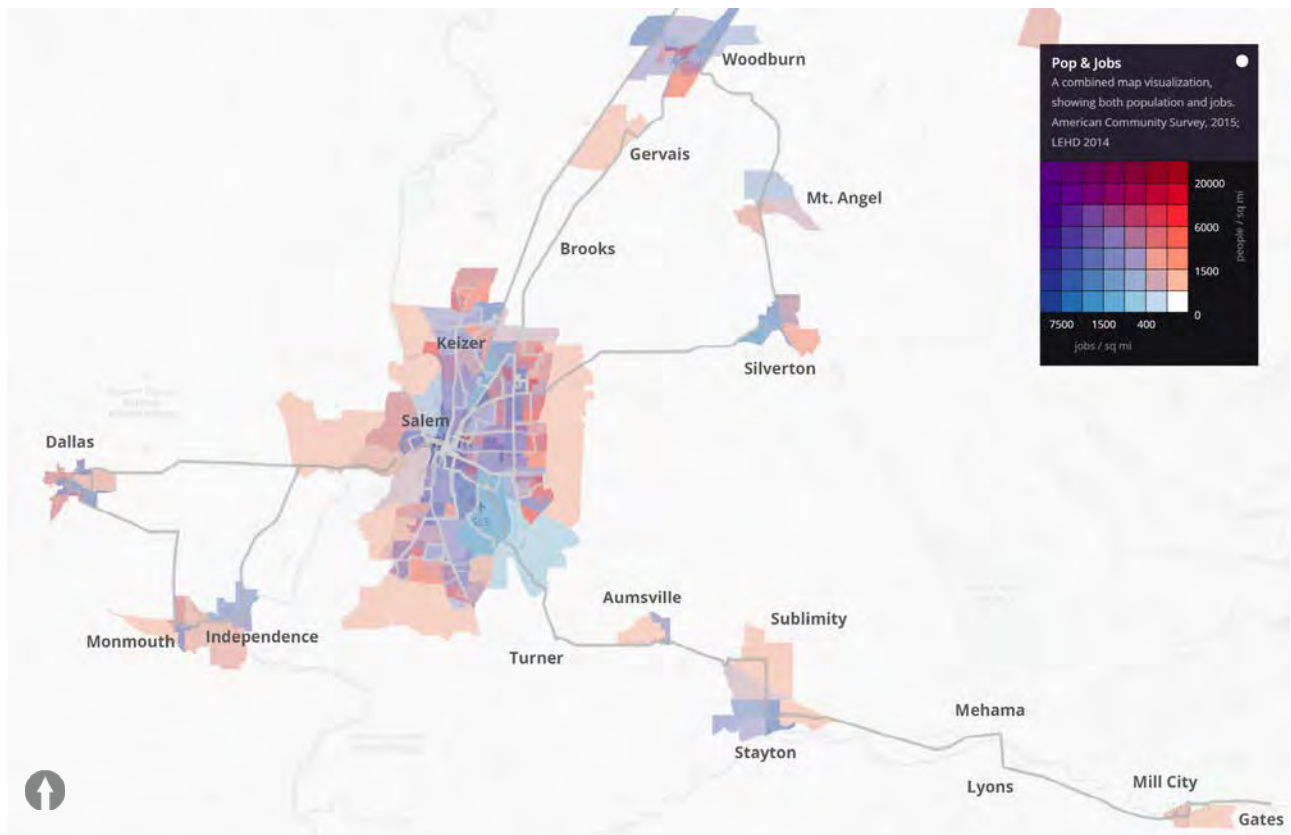
### 3.1 Population and jobs

**Figure 3-1.** Population and jobs in the Salem area



**Source:** American Community Survey 2015 and LEHD 2014 via Remix

**Figure 3-2.** Population and jobs in Marion and Polk counties

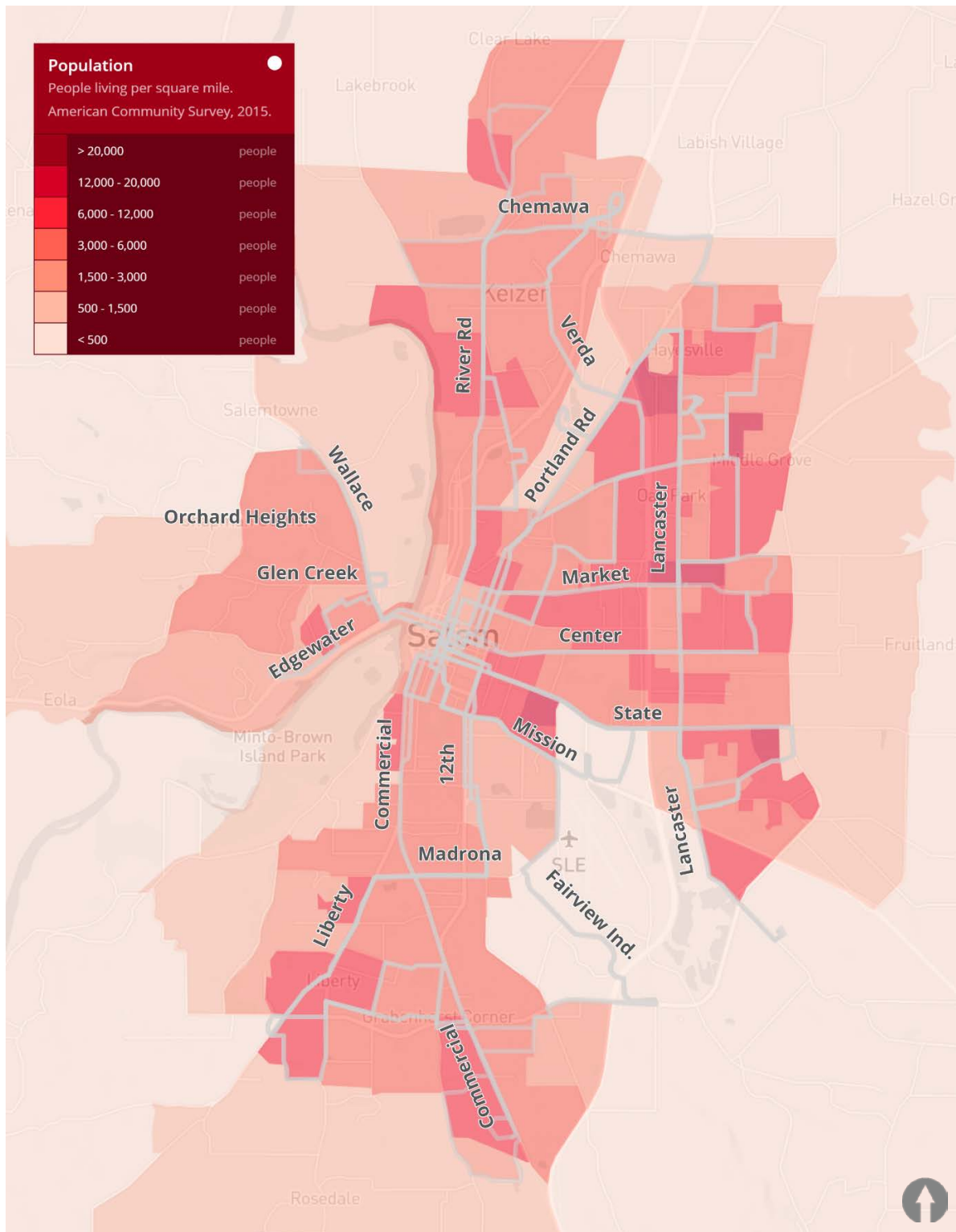


**Source:** American Community Survey 2015 and LEHD 2014 via Remix



## 3.2 Population

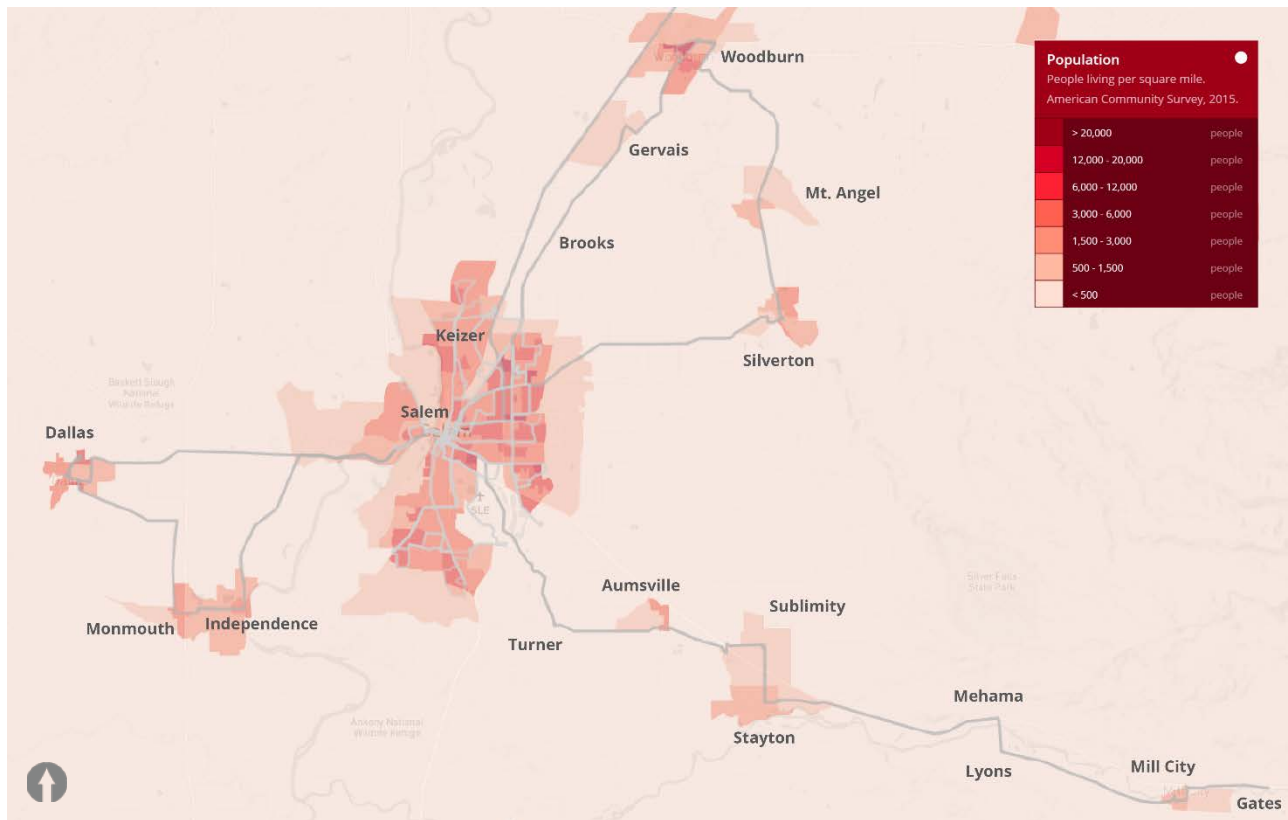
**Figure 3-3.** Population in the Salem area



**Source:** American Community Survey 2015 via Remix



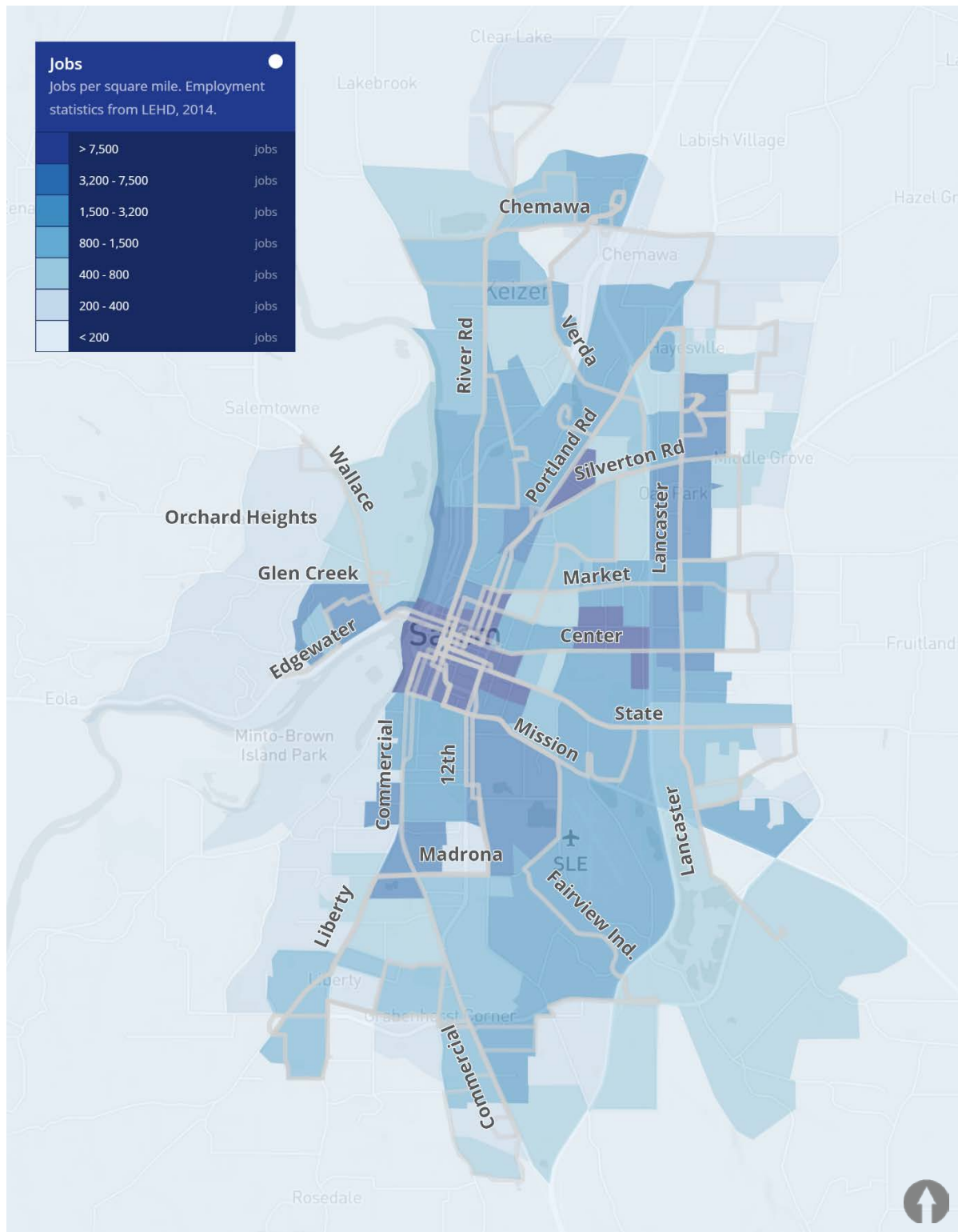
**Figure 3-4.** Population in Marion and Polk counties



**Source:** American Community Survey 2015 via Remix

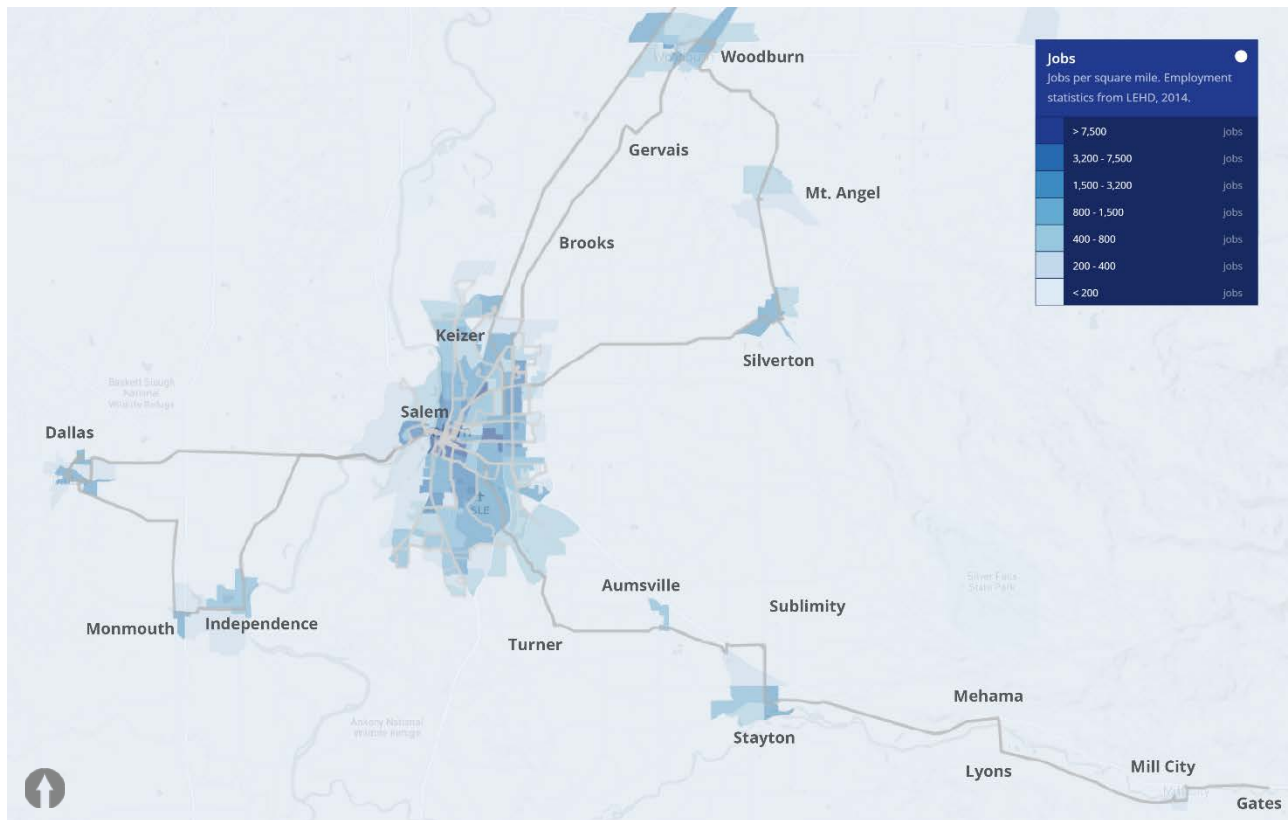
### 3.3 Jobs

**Figure 3-5.** Jobs in the Salem area



**Source:** LEHD 2014 via Remix

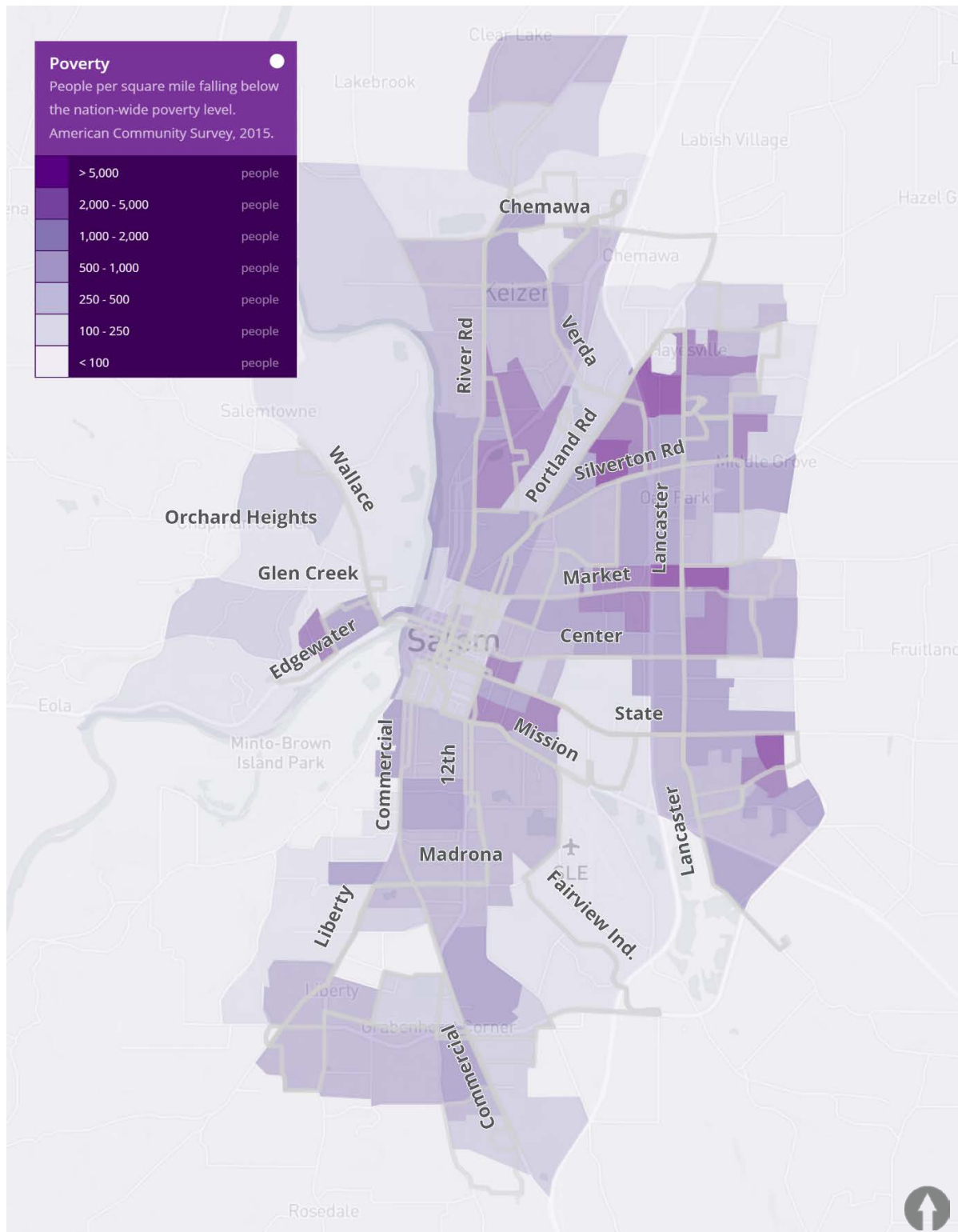
**Figure 3-6.** Jobs in Marion and Polk counties



**Source:** LEHD 2014 via Remix

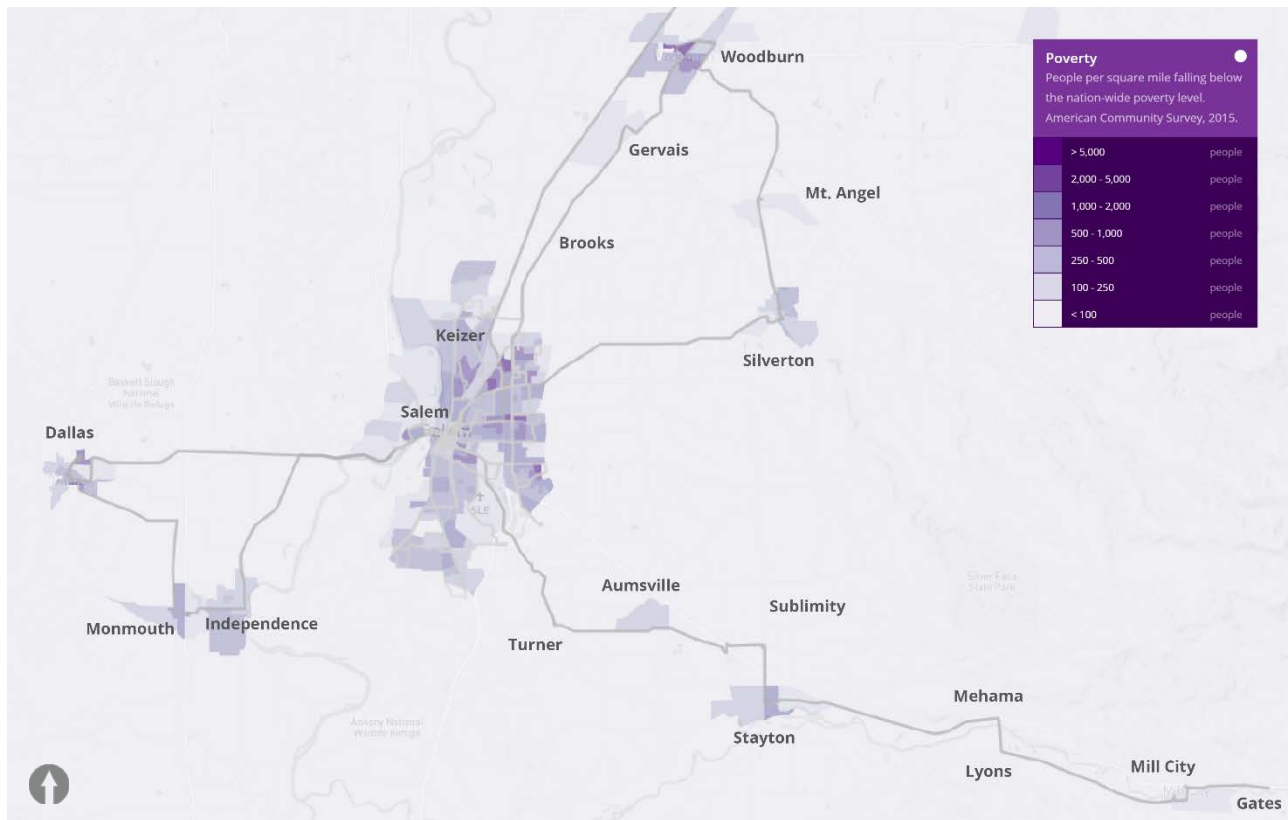
### 3.4 Poverty

**Figure 3-7.** Poverty in the Salem area



**Source:** American Community Survey 2015 via Remix

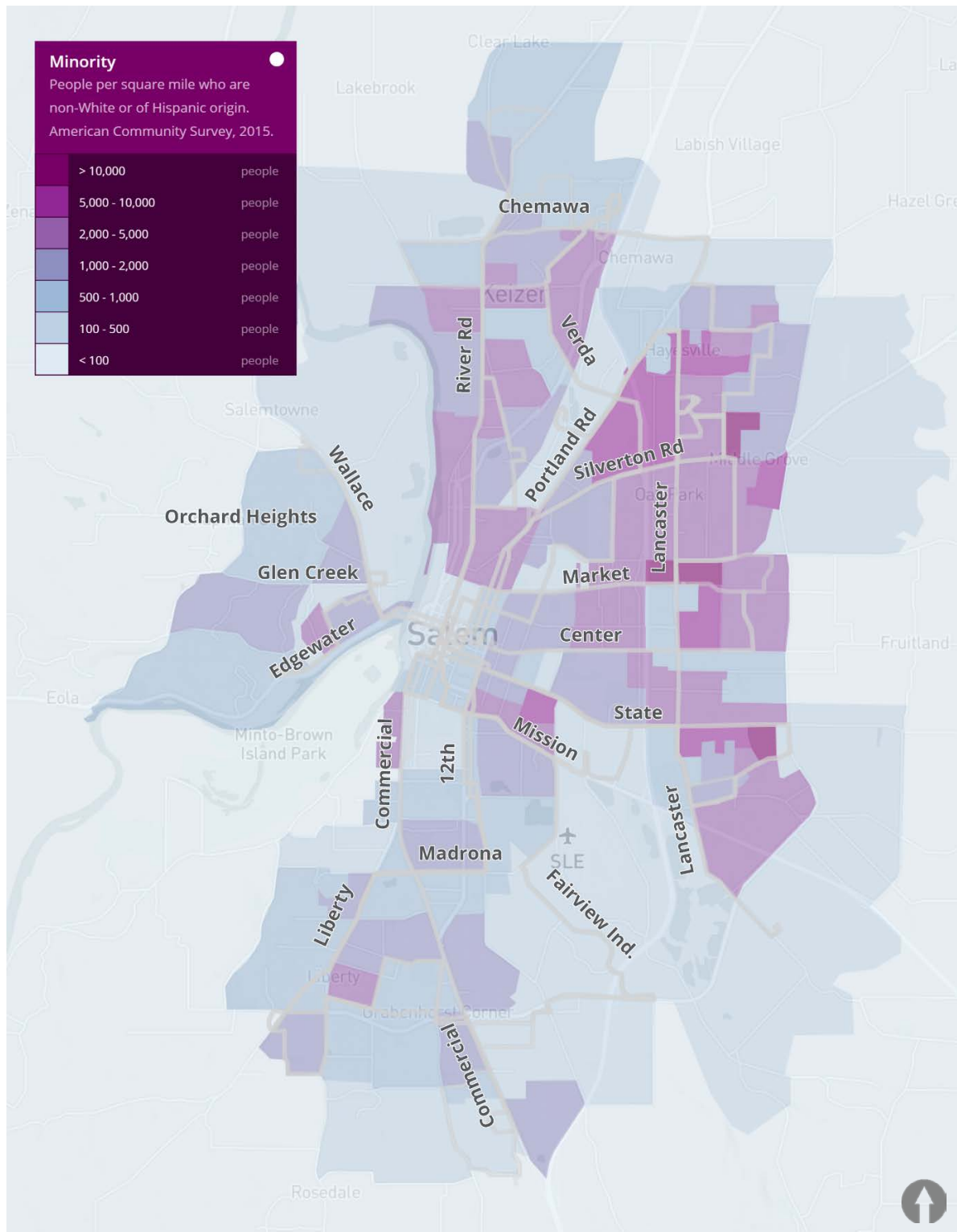
**Figure 3-8.** Poverty in Marion and Polk counties



**Source:** American Community Survey 2015 via Remix

### 3.5 Minorities

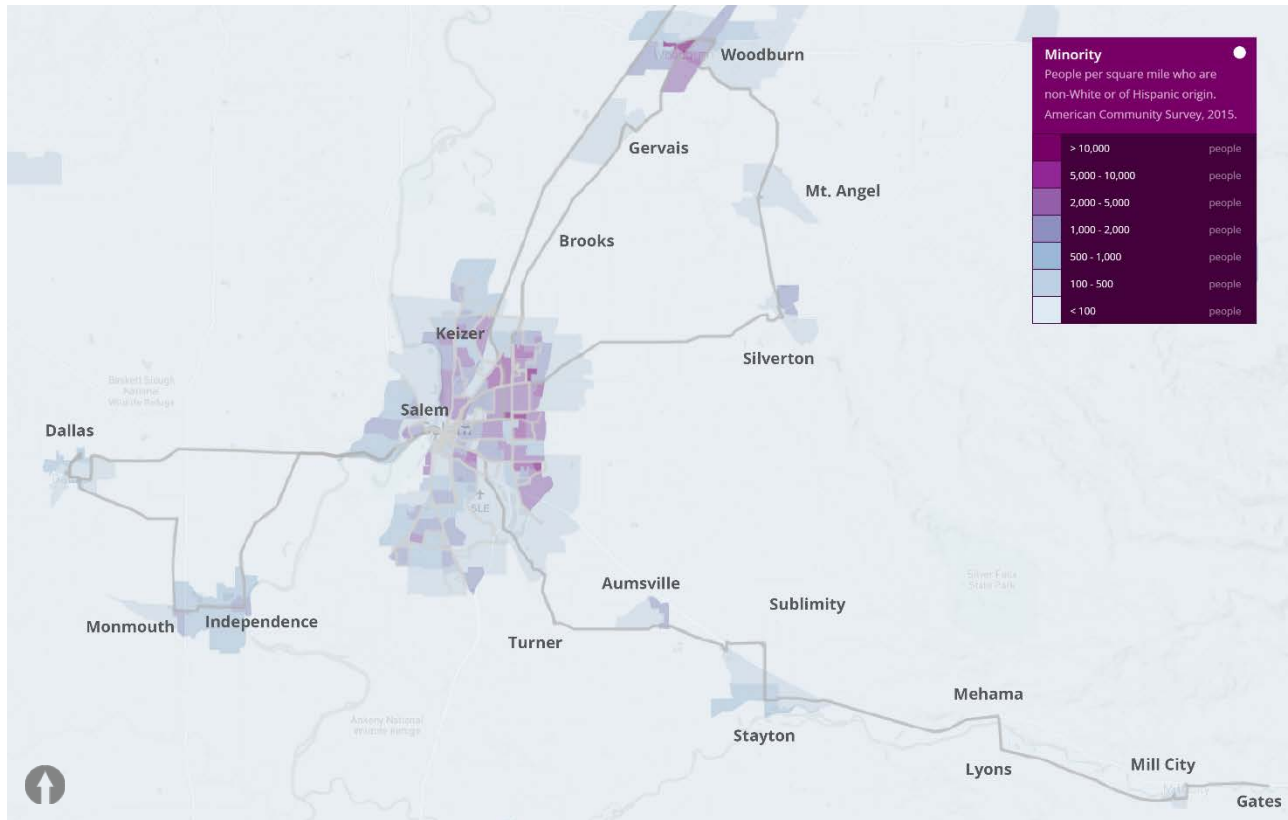
**Figure 3-9.** Minorities in the Salem area



**Source:** American Community Survey 2015 via Remix



**Figure 3-10.** Minorities in Marion and Polk counties

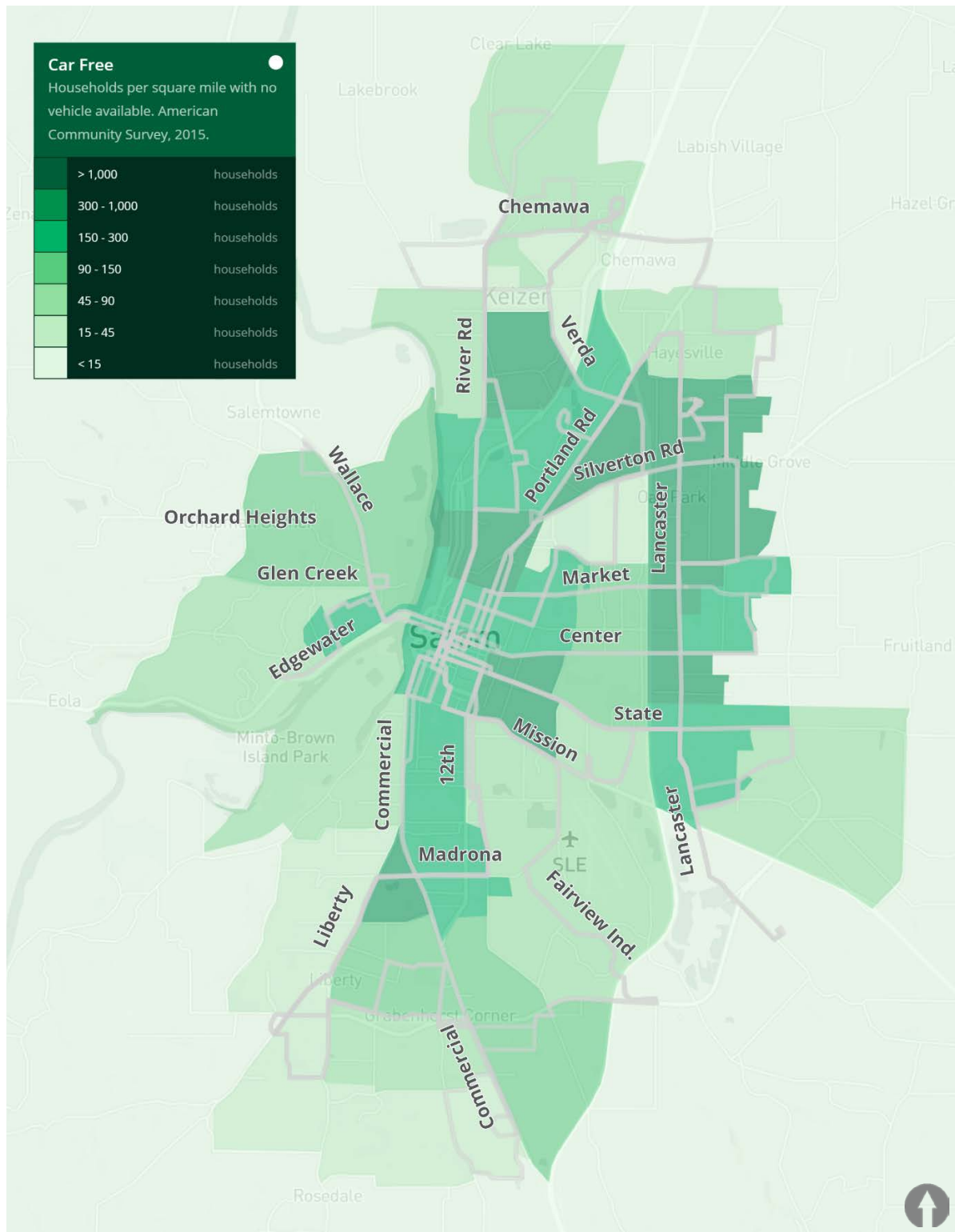


**Source:** American Community Survey 2015 via Remix



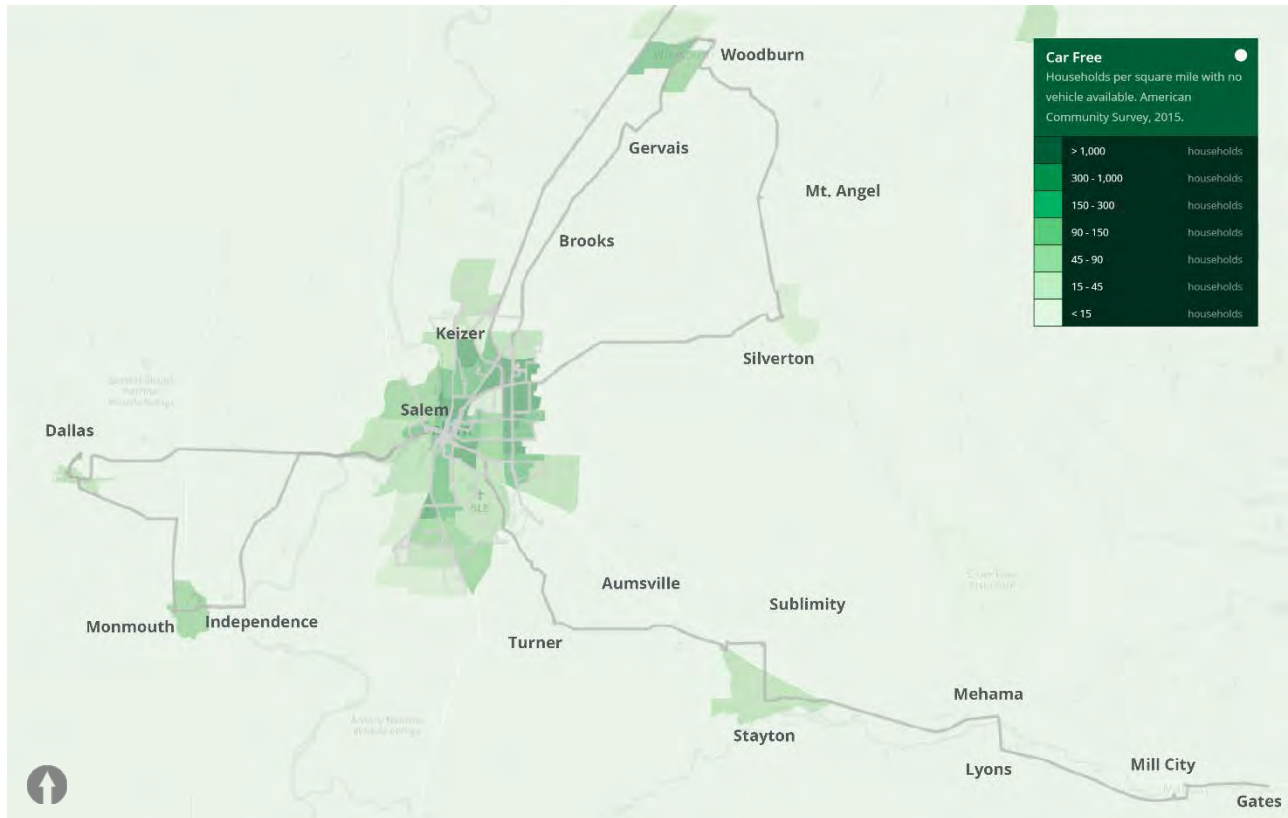
### 3.6 Car free

**Figure 3-11.** Car free in the Salem area



**Source:** American Community Survey 2015 via Remix

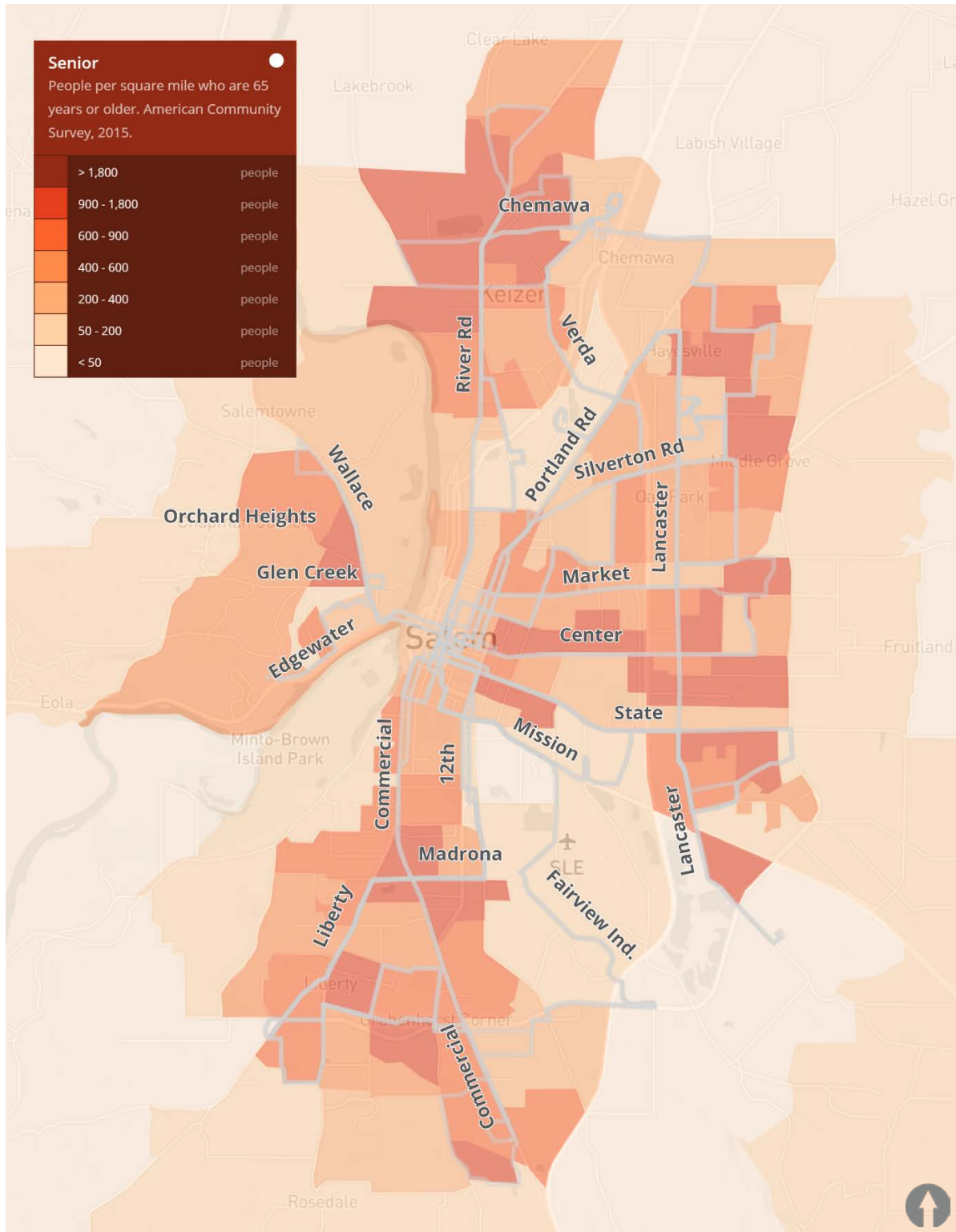
**Figure 3-12.** Car free in Marion and Polk counties



**Source:** American Community Survey 2015 via Remix

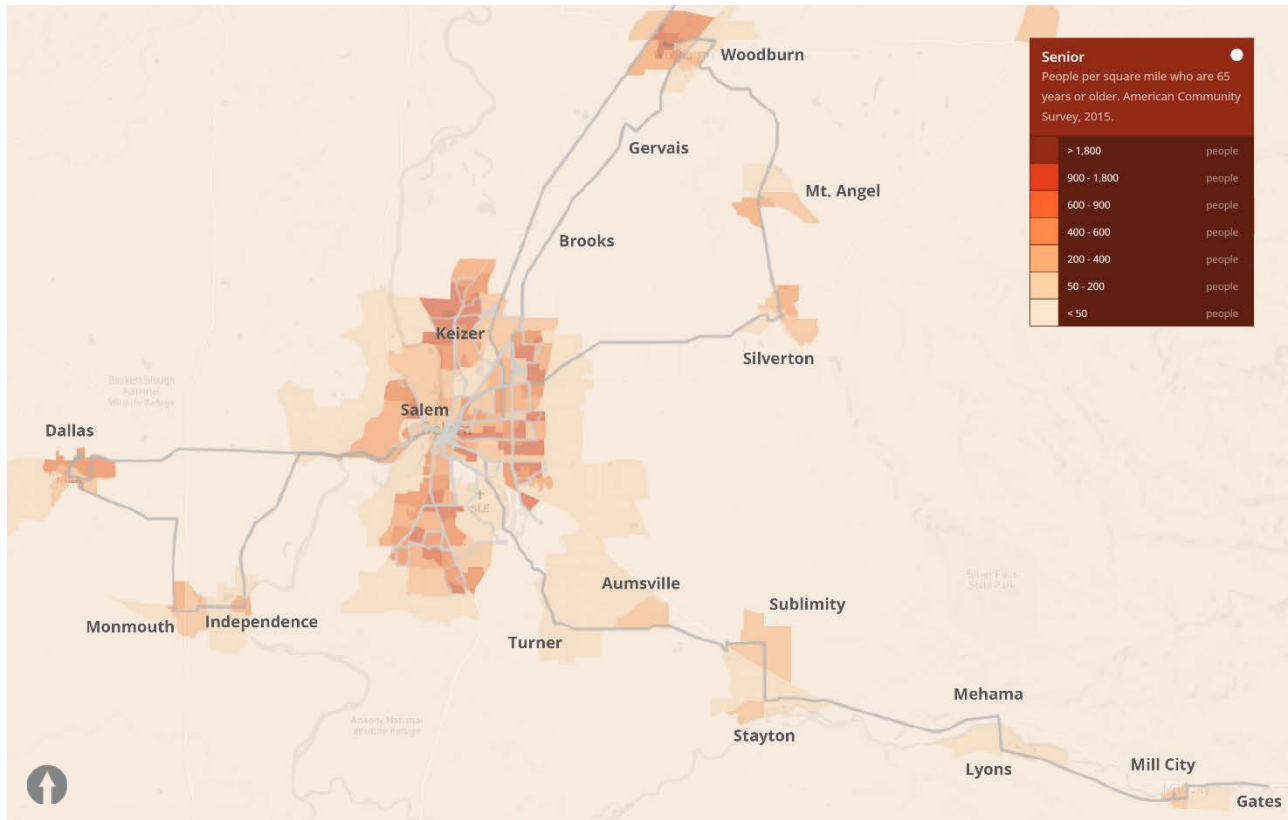
### 3.7 Seniors

**Figure 3-13.** Seniors in the Salem area



**Source:** American Community Survey 2015 via Remix

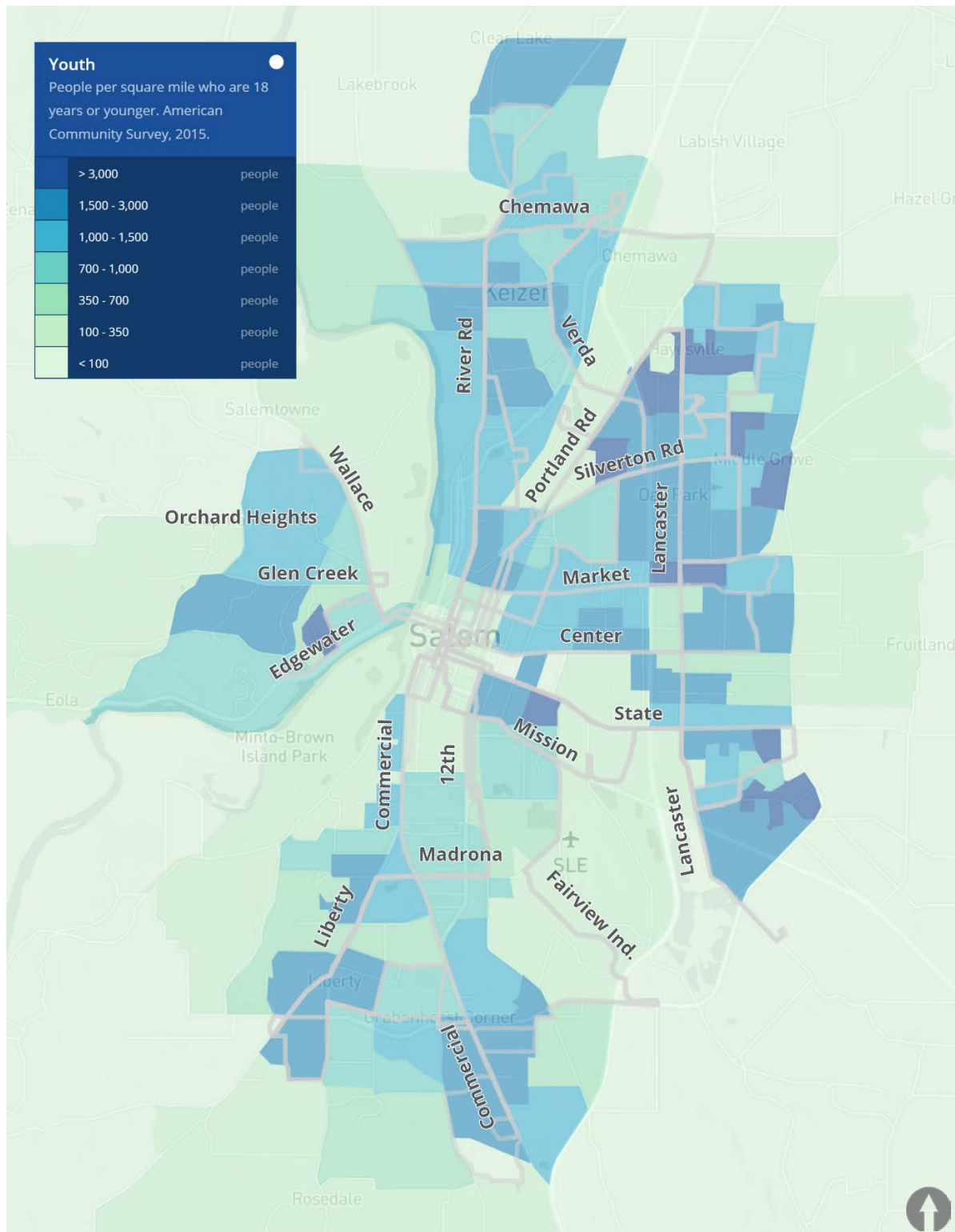
**Figure 3-14.** Seniors in Marion and Polk counties



**Source:** American Community Survey 2015 via Remix

## 3.8 Youth

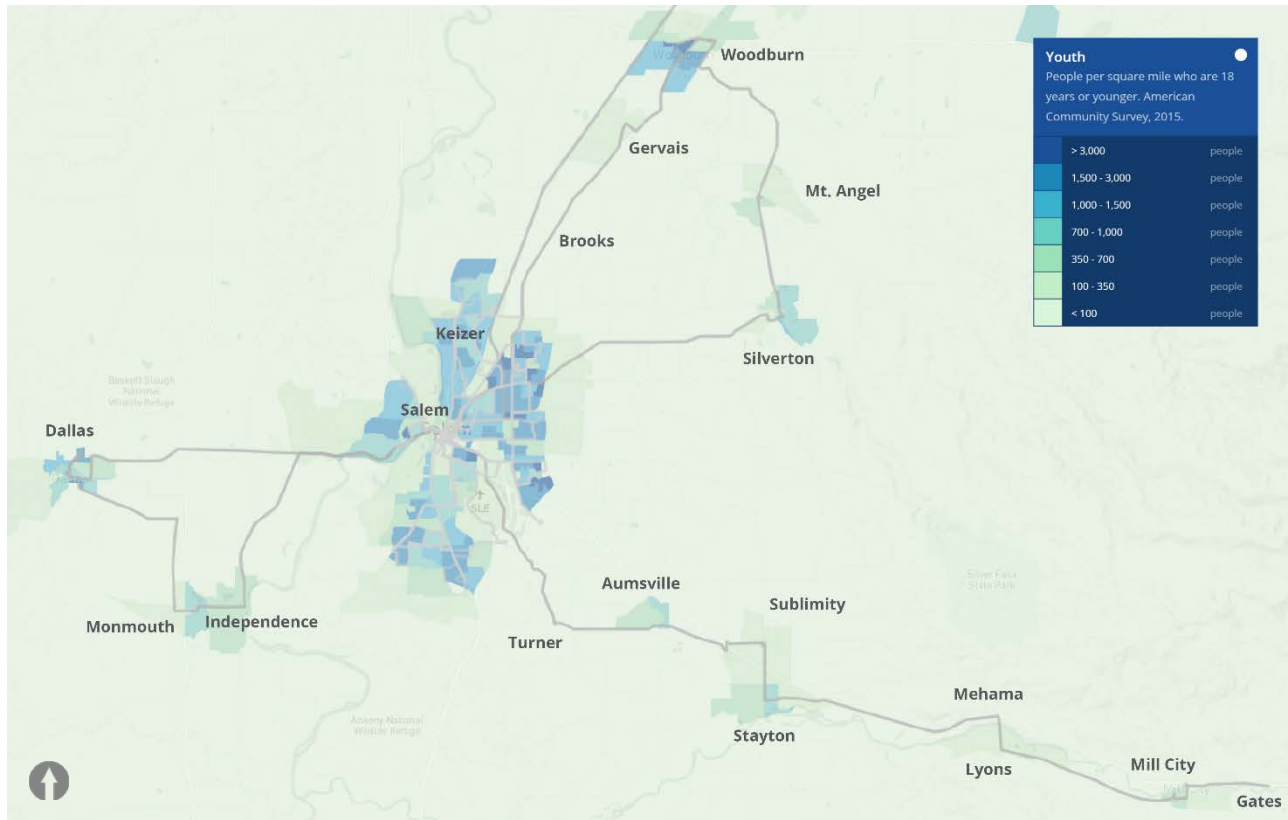
**Figure 3-15.** Youth in the Salem area



**Source:** American Community Survey 2015 via Remix



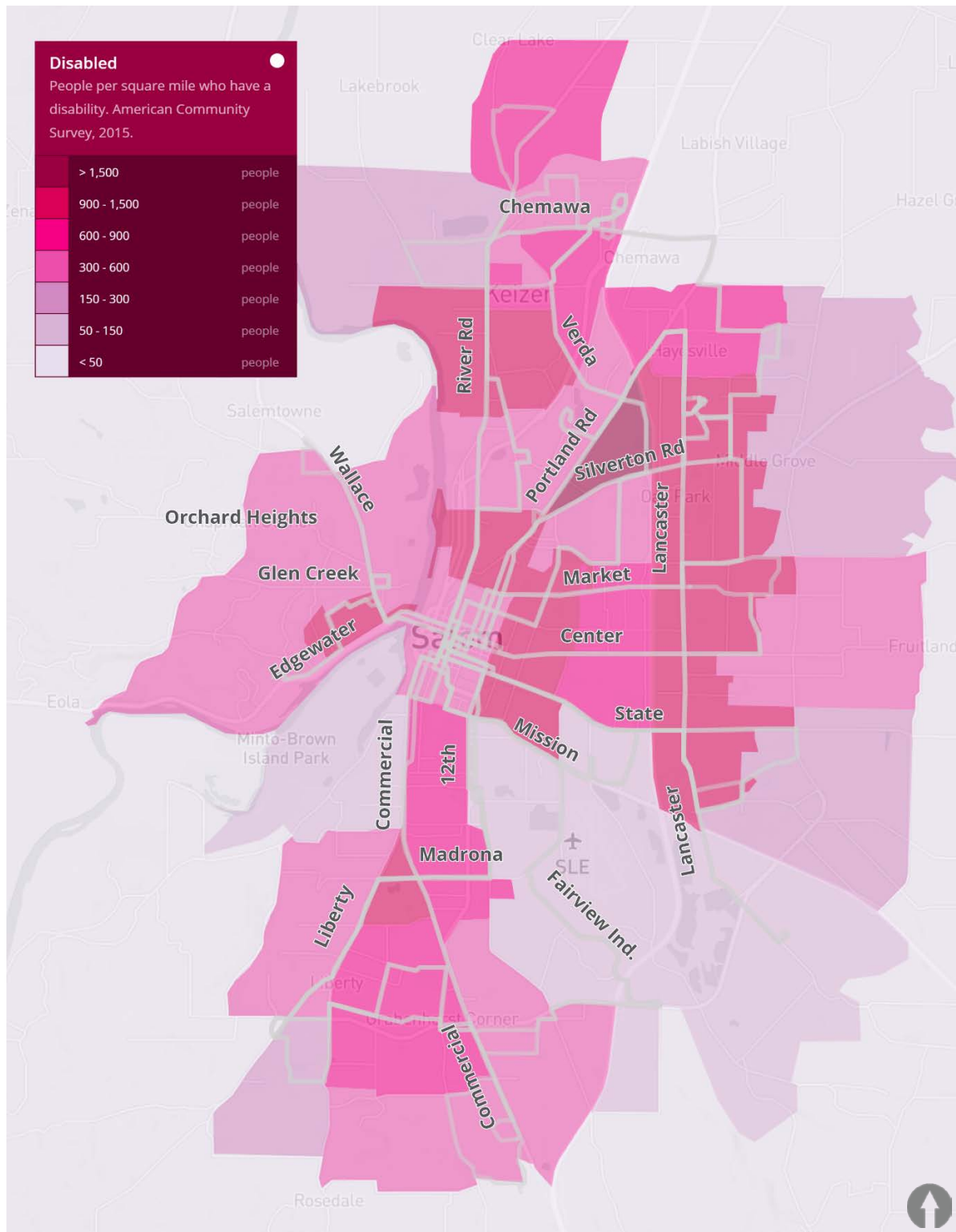
**Figure 3-16.** Youth in Marion and Polk counties



**Source:** American Community Survey 2015 via Remix

## 3.9 Disabled

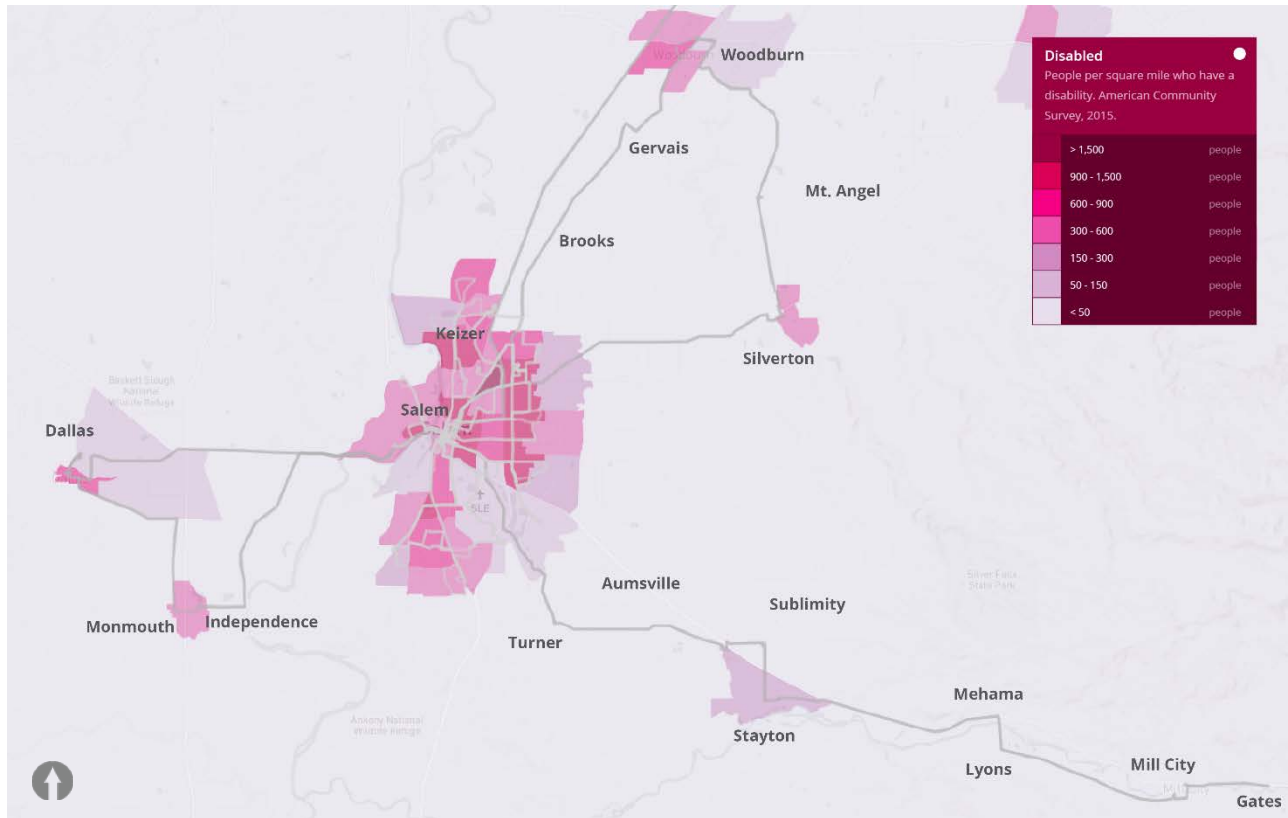
**Figure 3-17.** People with disabilities in the Salem area



**Source:** American Community Survey 2015 via Remix



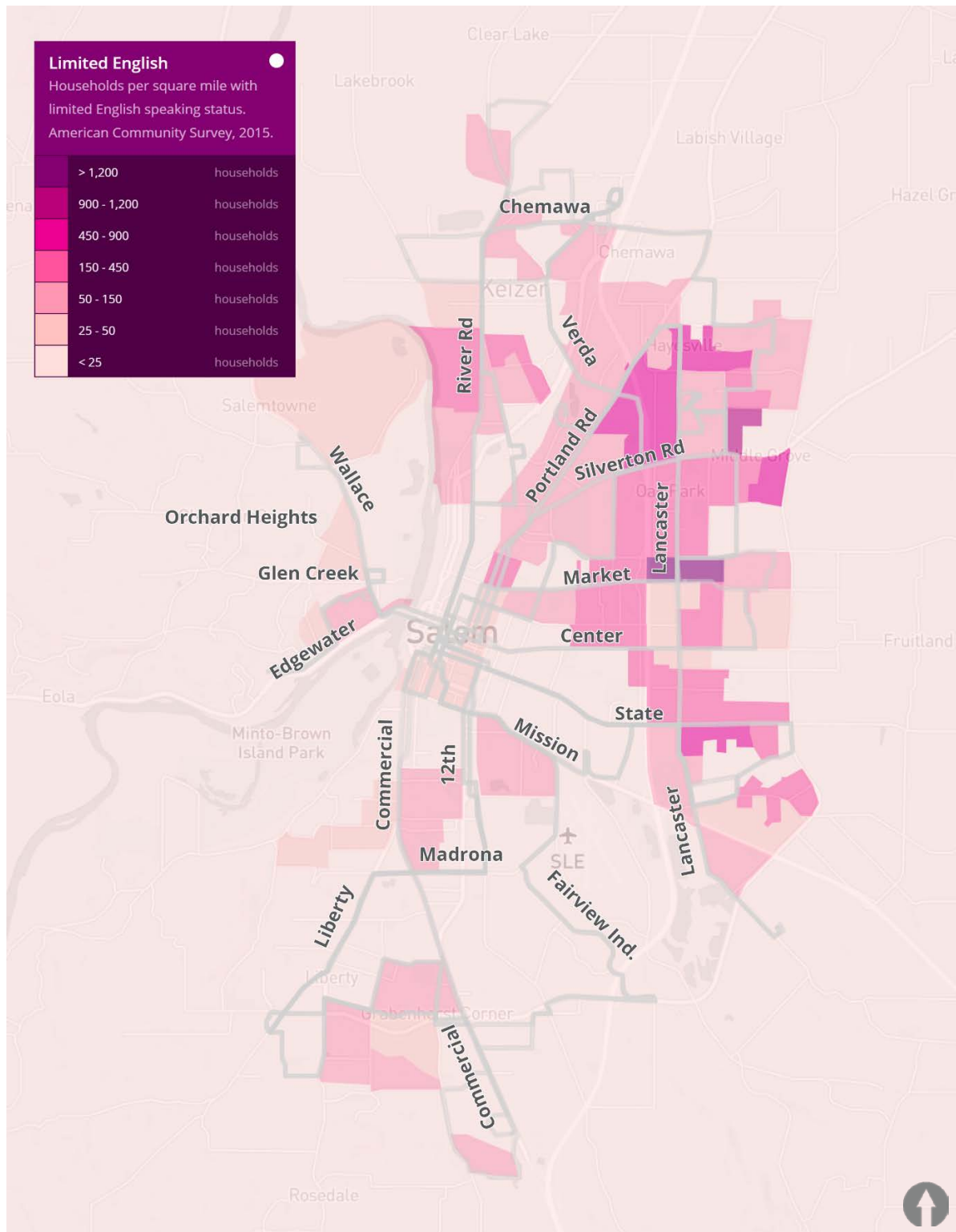
**Figure 3-18.** People with disabilities in Marion and Polk counties



**Source:** American Community Survey 2015 via Remix

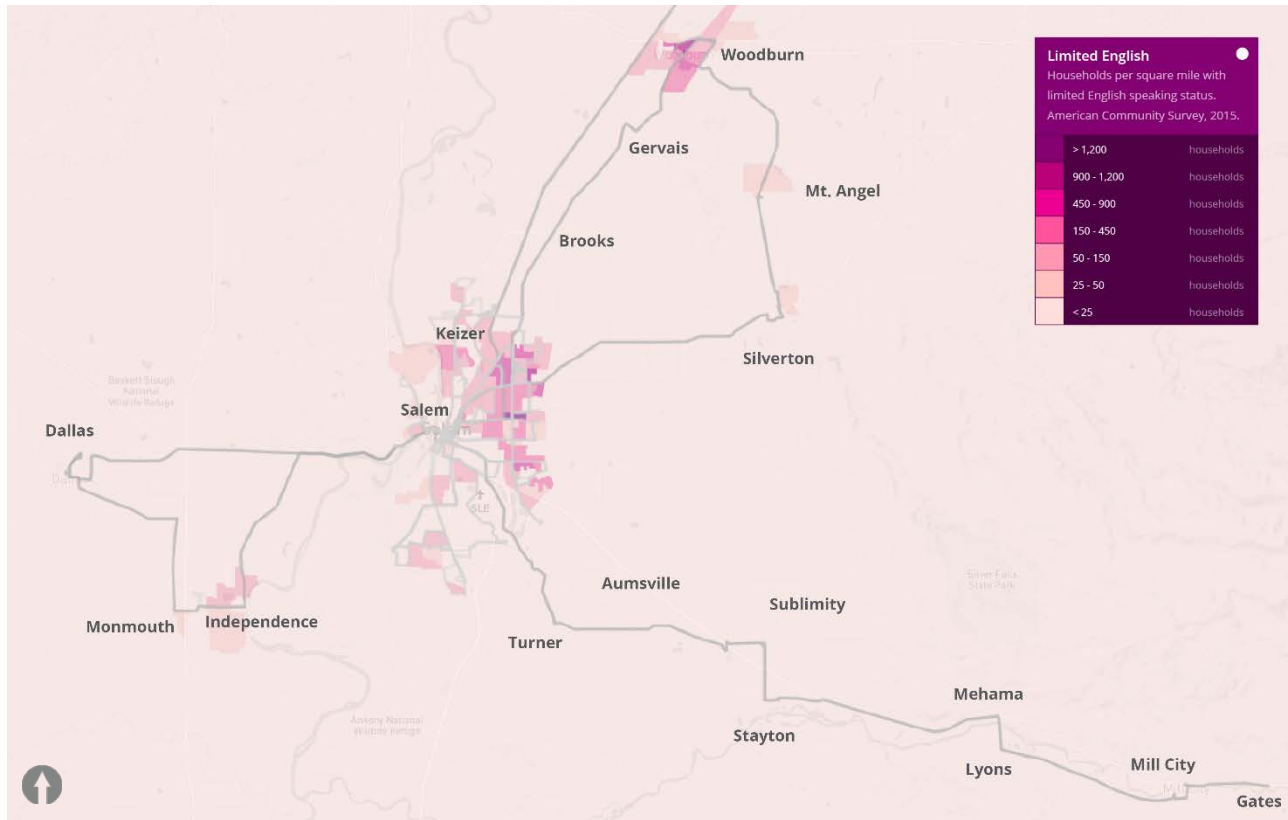
### 3.10 Limited English

**Figure 3-19.** People who speak limited English in the Salem area



**Source:** American Community Survey 2015 via Remix

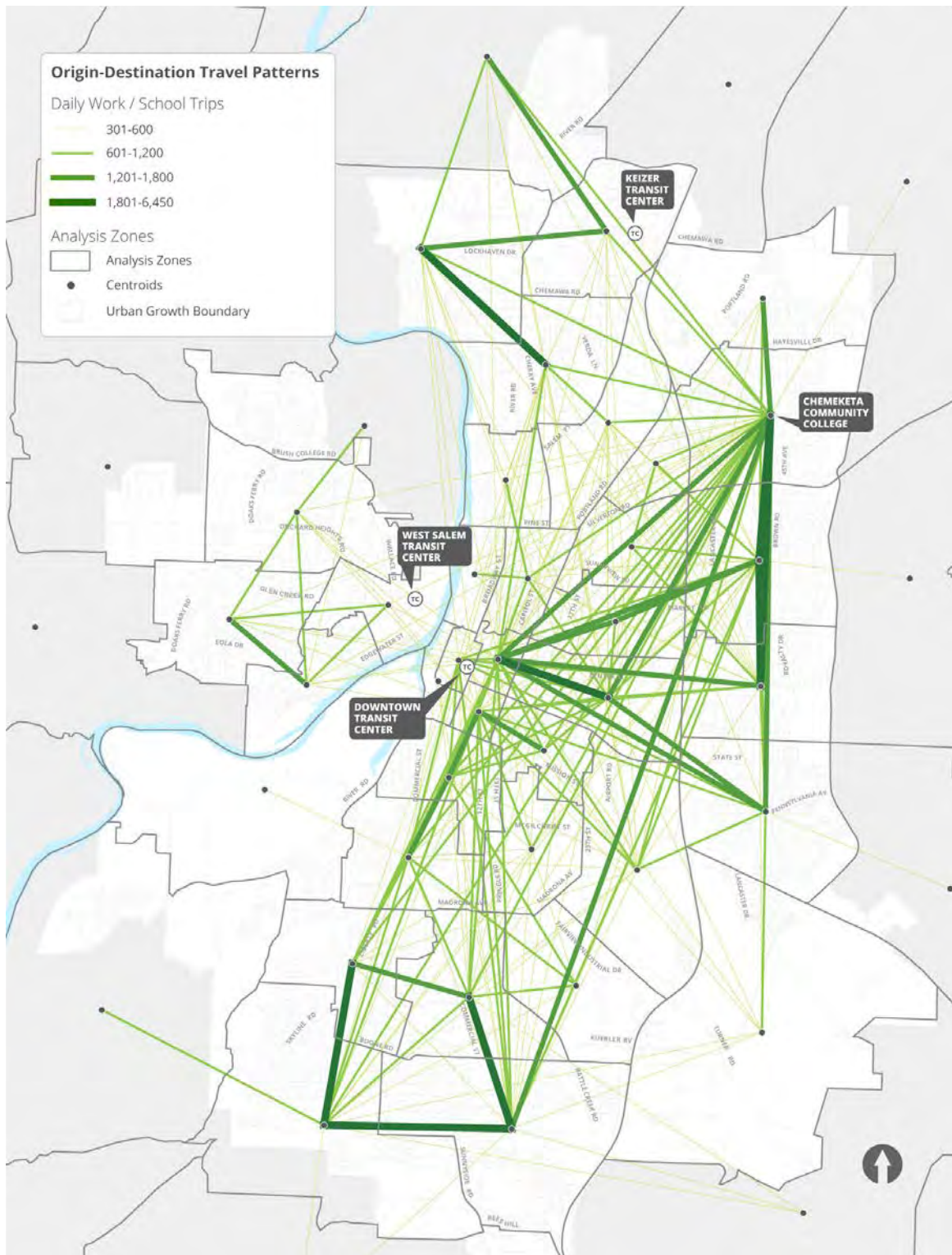
**Figure 3-20.** People who speak limited English in Marion and Polk counties



**Source:** American Community Survey 2015 via Remix

### 3.11 Origin-destination travel patterns

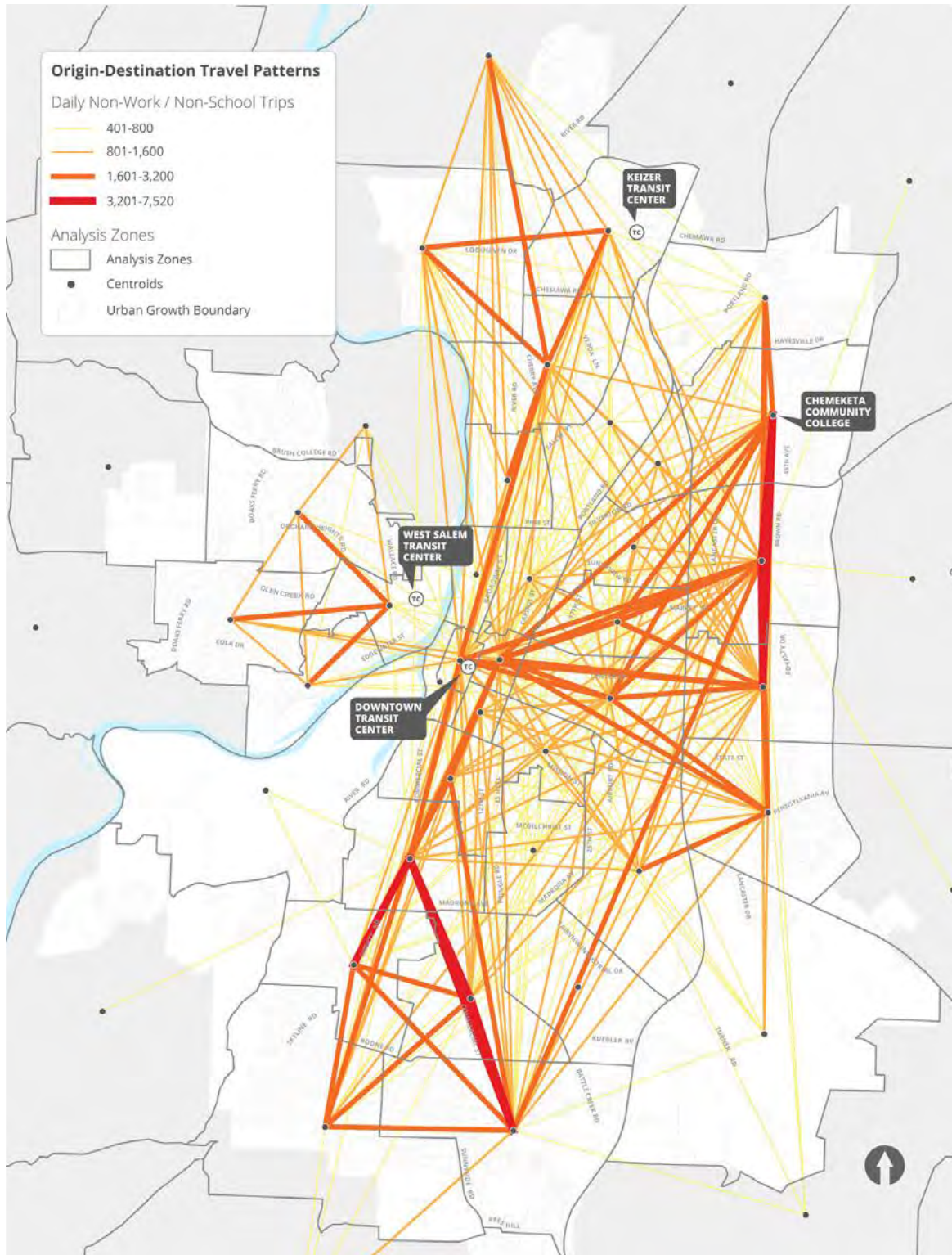
**Figure 3-21.** Origin-destination travel patterns for work / school trips in the Salem area



**Source:** SKATS Travel Demand Model for Base Year 2009

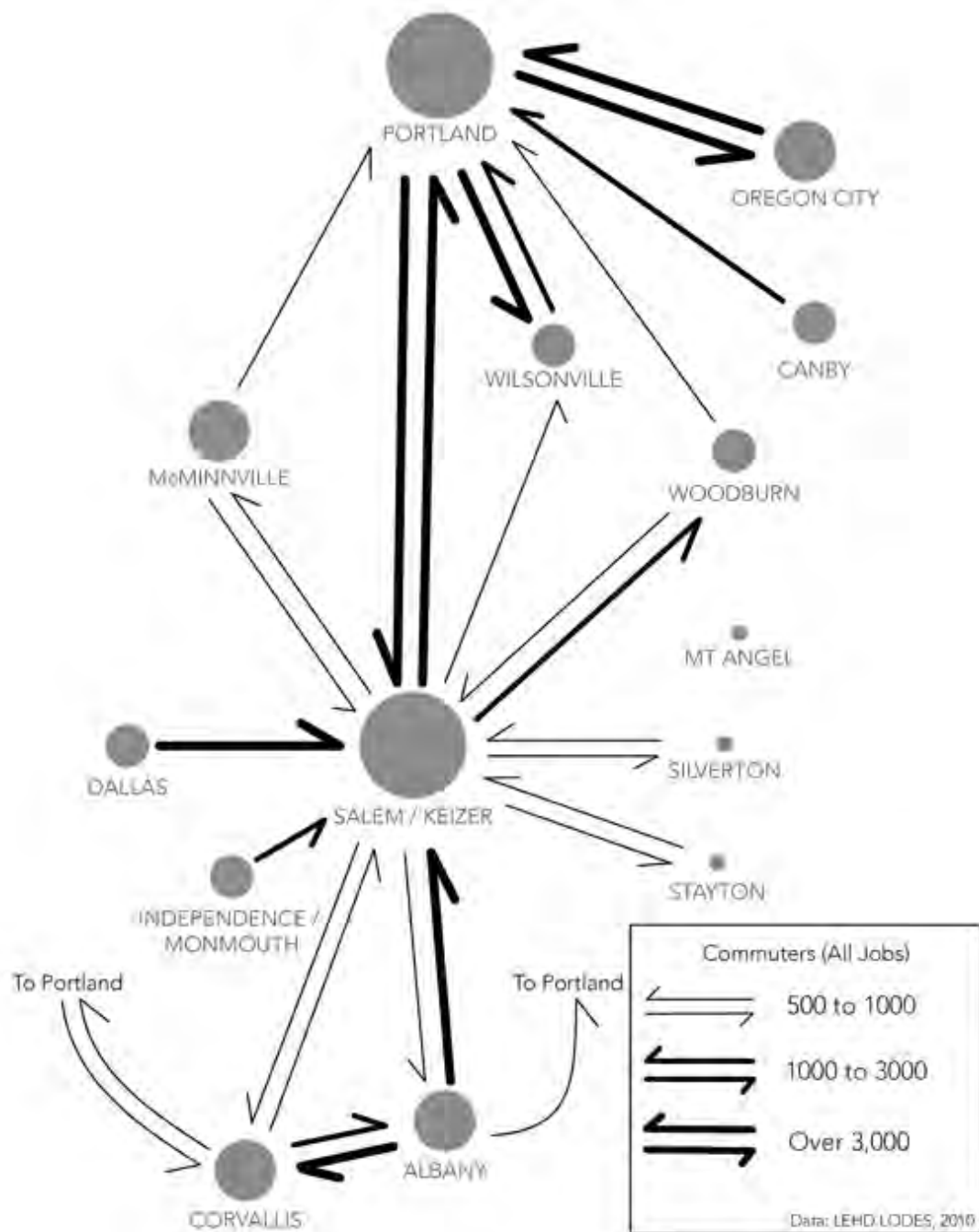


**Figure 3-22.** Origin-destination travel patterns for non-work/school trips in Salem area



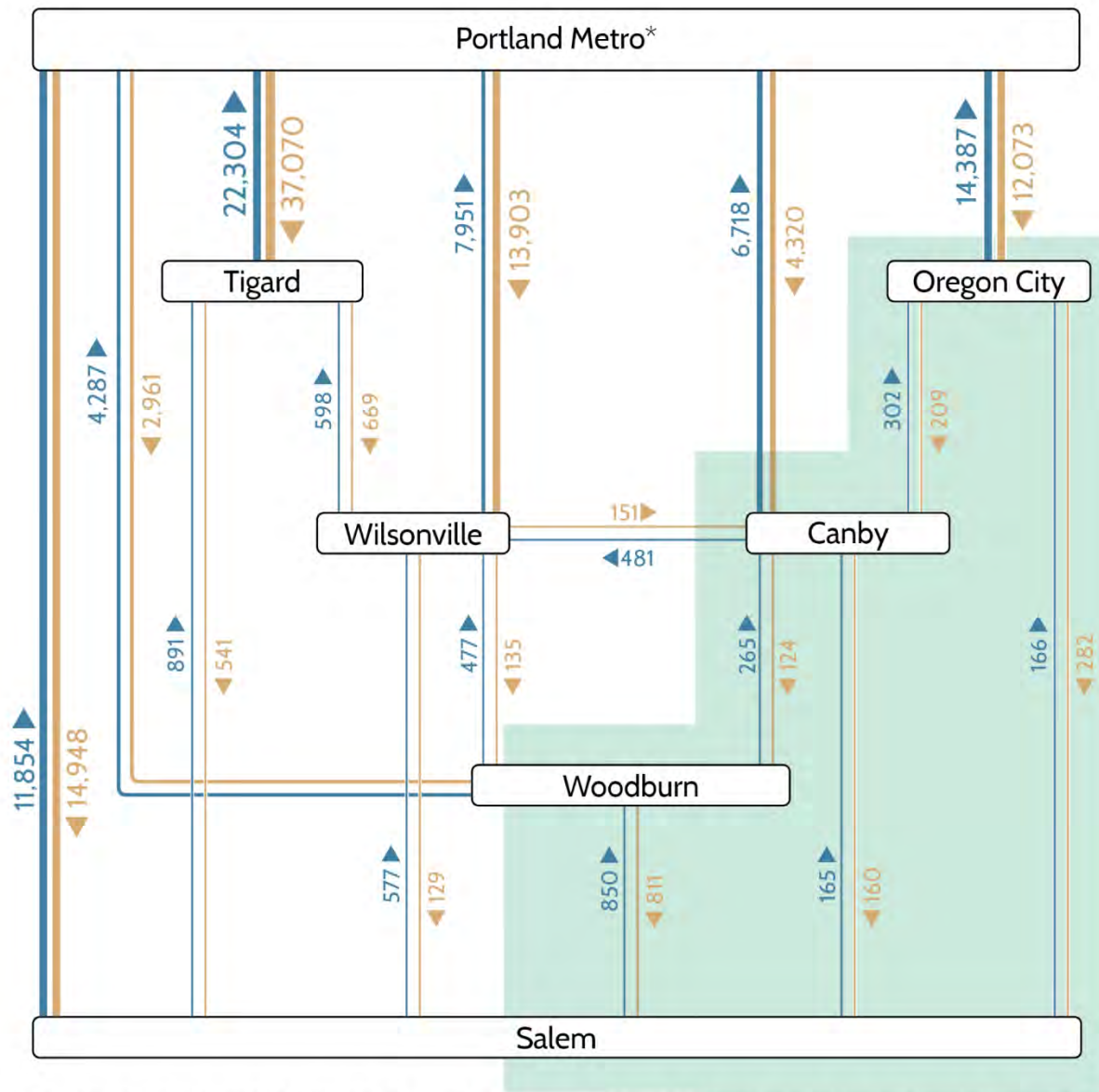
**Source:** SKATS Travel Demand Model for Base Year 2009

**Figure 3-23.** Regional commuting patterns for Salem region



**Source:** LEHD LODES 2010 via Jarrett Walker & Associates

**Figure 3-24.** Regional commuting patterns for North Willamette Valley



\* Portland Metro includes: Portland, OR; Hillsboro, OR; Vancouver, WA

Data Source: US Census Logitudinal Employer-Household Dynamic, 2014.

**Source:** LEHD 2014 via Jarrett Walker & Associates



## 3.12 Changing businesses and development

Not captured in the latest LEHD data are most recent changes to major businesses, as well as recent and planned developments.

### 3.12.1 Changes in the past year

- **Norpac Cannery** on Madrona closed in summer 2017 (Route 6).
- **Kmart** closed in fall 2017 (Routes 6 and 7).
- **Oregon State Police** moved from Portland Road and Northgate Avenue (Route 3) to Trelstad Avenue and 36<sup>th</sup> Avenue (Route 6).
- **Henningsen Cold Storage** opened a new facility at 4301 Henningsen Court SE off of Kuebler Boulevard.
- **Cordon Road Mini Storage** opened at 5053 Gaffin Road SE. New apartments are planned for this area as well.
- **The Peter Courtney Minto Island Bicycle and Pedestrian Bridge** opened in summer 2017, connecting Minto-Brown Island Park with Riverfront Park.

### 3.12.2 Planned changes

- **Amazon** is opening a packing and shipping center at 4775 Depot Court SE in the Mill Creek Corporate Center (Route 24). The center will open in 2018 and employ 1,000 people. There are also additional developments planned in the nearby vicinity.
- **Walmart by WinCo**, a neighborhood grocery store, is opening in late 2017 at 5450 River Road N in Keizer, OR.
- **Marion County Health Department Alcohol and Drug Treatment** is moving from Davcor St. SE to Silverton Road south of Beach Avenue (Route 13).
- **New retail space** is being developed at the intersection of Glen Creek Road and Wallace Road in West Salem (Routes 16 and 17).



The Peter Courtney Minto Island Bicycle and Pedestrian Bridge opened in 2017.

## 4. Rider and community engagement

In November 2017, Cherriots staff surveyed riders and the greater community to help determine transit needs. Staff created web and print versions of the survey both in English and Spanish (Attachment A).

The survey was focused on the possibility of adding bus service on Saturdays, Sundays, later evenings, and holidays. Staff also asked riders what else they would change about Cherriots service to make it work better for them.

Strategies staff employed to reach out to riders and the greater community included: email to subscribers, email to partner agencies, Facebook posts, Twitter posts, project webpage, a feature story on the Cherriots homepage, onboard bus survey (local and regional buses), announcements at public meetings, and six tabling events in the Downtown Transit Center lobby.

In total, staff collected **2,852 surveys**. Of those collected, 64% (1,814) were submitted online and 36% (1,038) were collected in person.



Marketing Coordinator Stephen Custer helps a Cherriots rider complete a survey at a Downtown Transit Center tabling event. This was one of six events that took place over multiple weeks.

## 4.1 Saturdays, Sundays, and weekday evenings

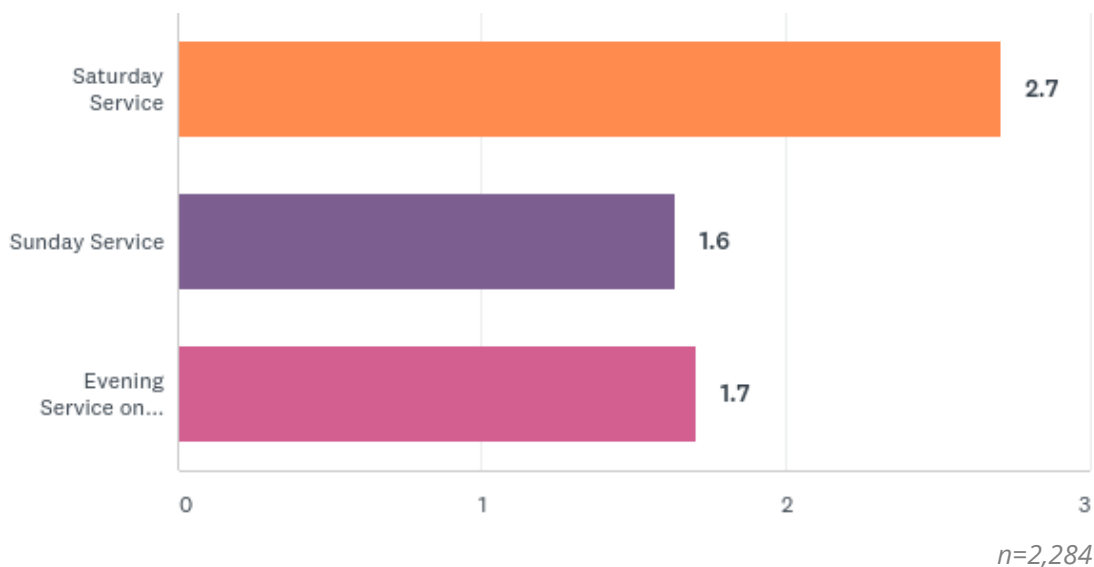
Most of the survey focused on service on Saturdays, Sundays, and weekday evenings. Respondents were first asked about their priorities among the three options. They were then asked about the types of trips they would take on each day, as well as when service should start and end.

### 4.1.1 Order of implementation

When asked their preference for the order of implementation, respondents assigned three points to their first choice, two points to their second, and one to their third.

Respondents overwhelmingly prefer prioritizing the implementation of Saturday service, for an average of 2.7 points. Sunday and weekday evening service were nearly tied for second place, with 1.6 and 1.7 points, respectively.

**Figure 4-1.** Preferred priority of implementing service



Saturday service was the No. 1 pick for 76% of respondents, followed by 20% for weekday evening service and 9% for Sunday service.

Although Sunday and weekday evenings scored a similar number of points, it is worth noting that 66% of respondents said they would use evening service for work or work-related business (Figure 4-8), compared to only 48% for Sunday service (Figure 4-5).

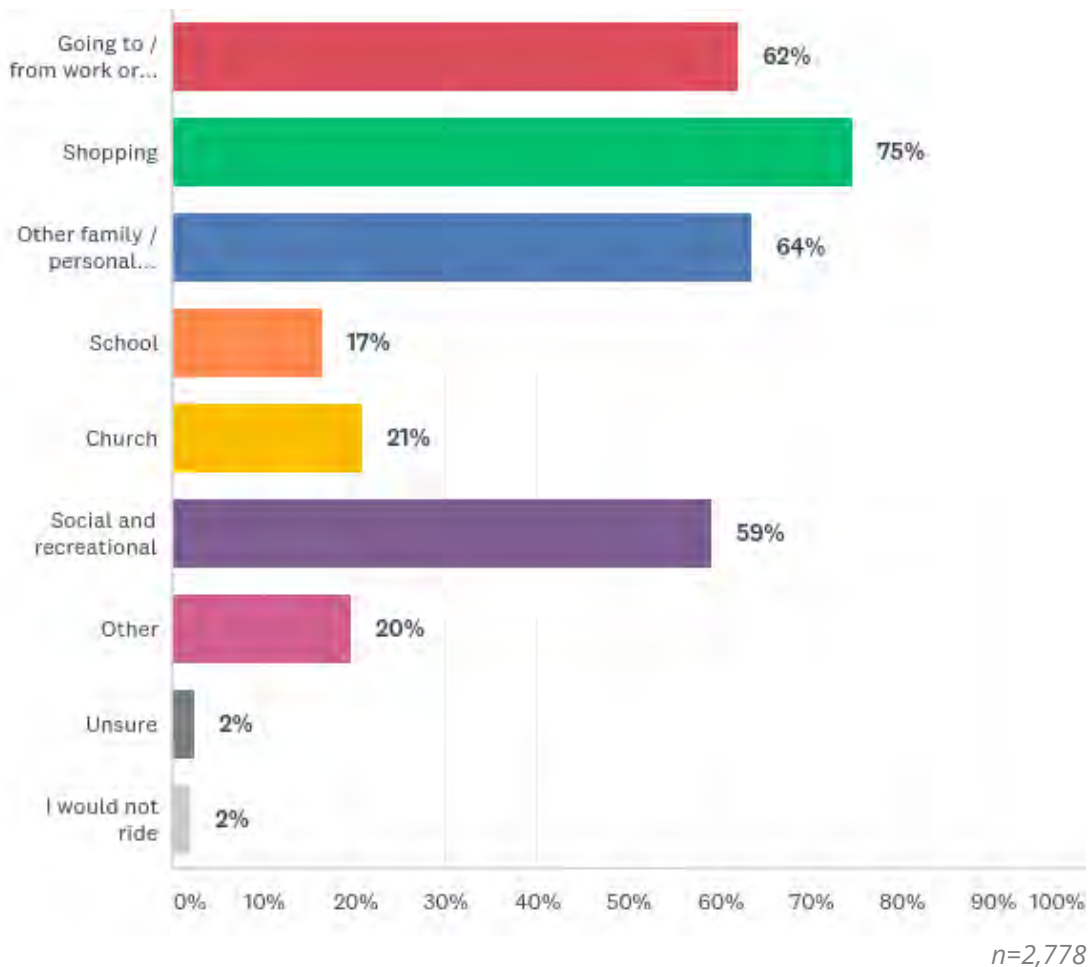
In the end, there is a clear need for Saturday service to be implemented first. If Sundays and weekday evenings can be implemented together, that would be ideal. If not, weekday evenings have the larger need for work trips.

## 4.1.2 Saturdays

### 4.1.2.1 Purpose of trip

Respondents were asked what they would use the bus for on Saturdays (Figure 4-2). More than half of them would ride for shopping (75%), other family / personal errands (64%), going to / from work or work-related business (62%), or social and recreational (59%).

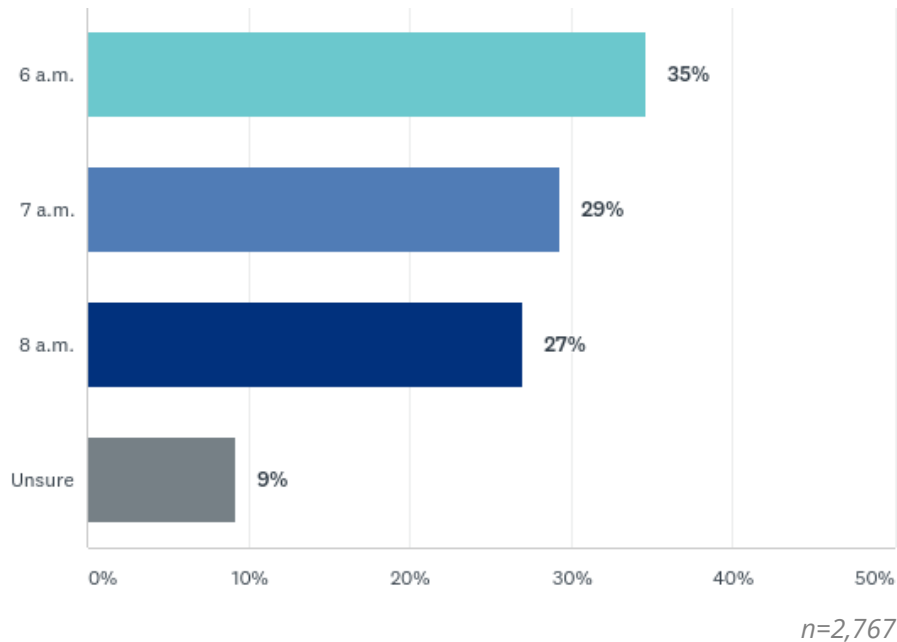
**Figure 4-2.** Types of trips the community would use the bus for on Saturdays



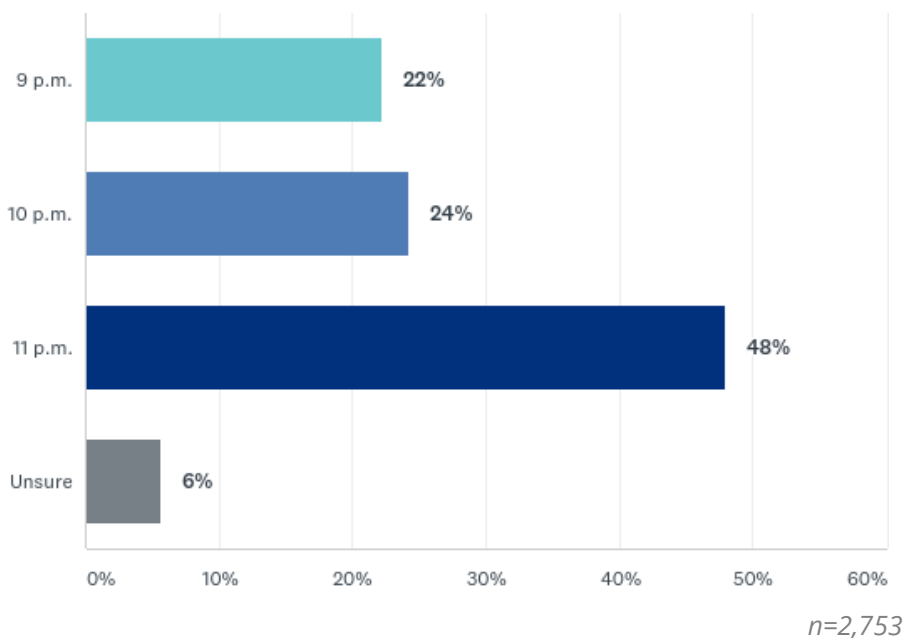
#### 4.1.2.2 Start and end times

More than half (64%) of respondents believe service should start no later than 7 a.m. on Saturdays (Figure 4-3). Respondents overwhelmingly believe service should run until 11 p.m. (Figure 4-4).

**Figure 4-3.** How early the community wants service to begin on Saturdays



**Figure 4-4.** How late the community wants service to run on Saturdays



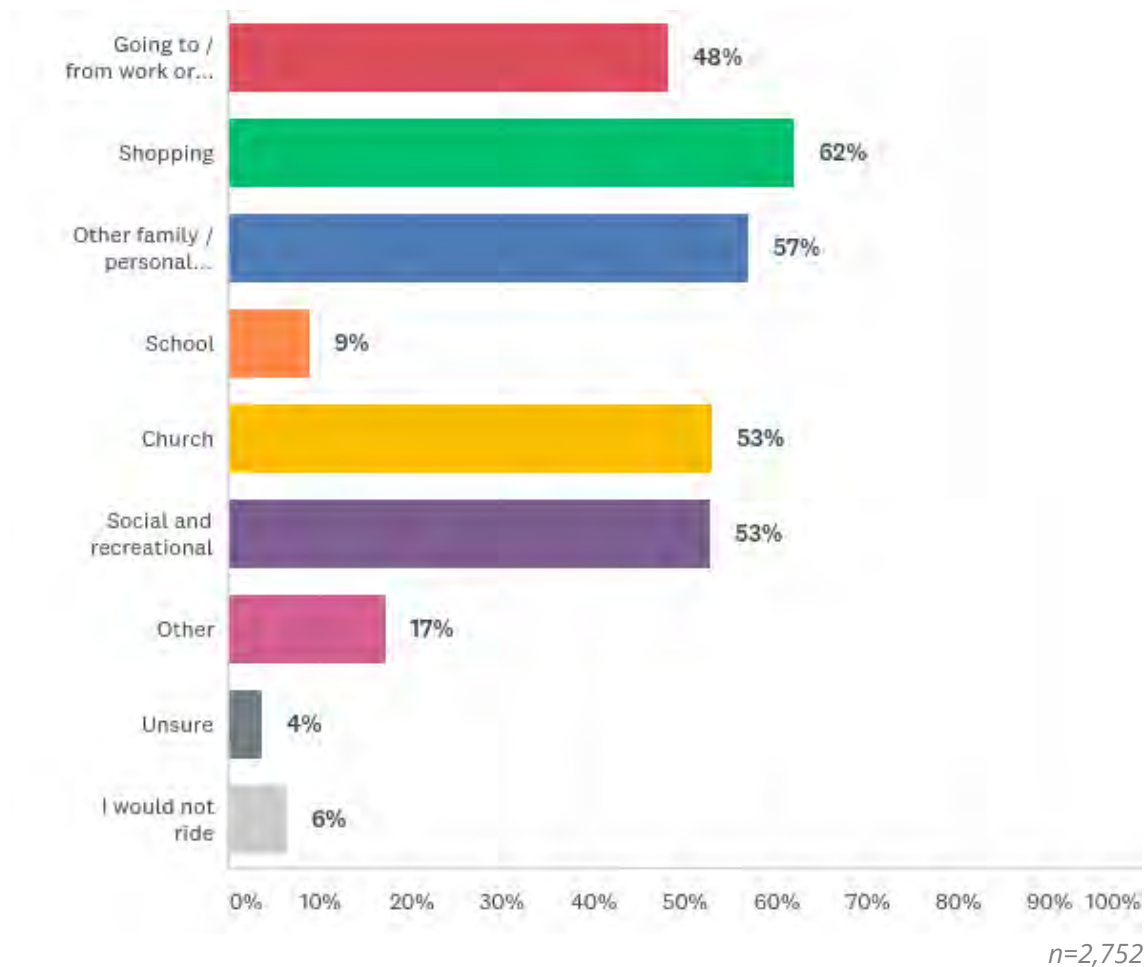


### 4.1.3 Sundays

#### 4.1.3.1 Purpose of trip

Respondents were asked what they would use the bus for on Sundays (Figure 4-5). More than half of them would ride for shopping (62%), other family / personal errands (57%), going to church (53%), or social and recreational (59%). Unlike Saturdays and later evenings, just under half of respondents would ride on Sundays to get to / from work or work-related business (48%).

**Figure 4-5.** Types of trips the community would use the bus for on Sundays

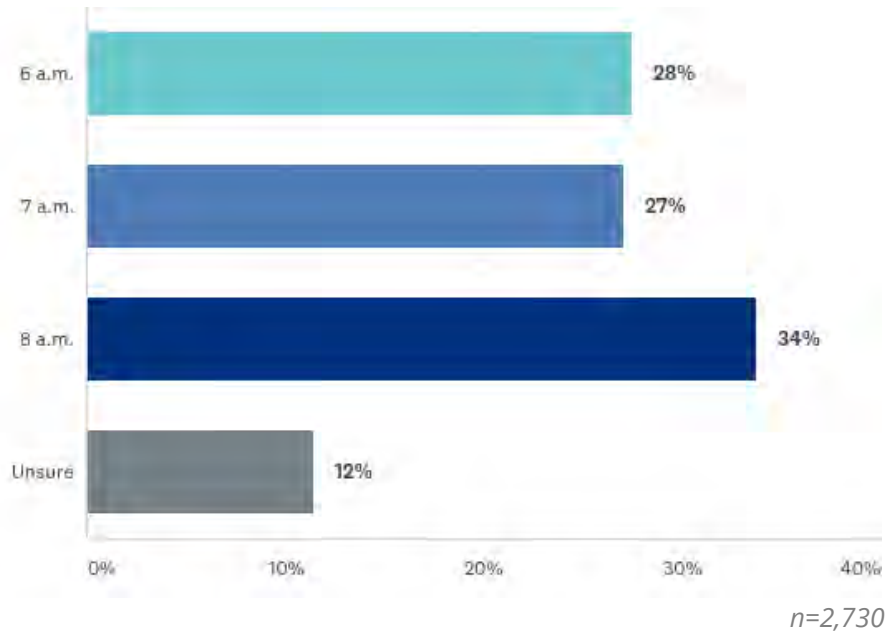




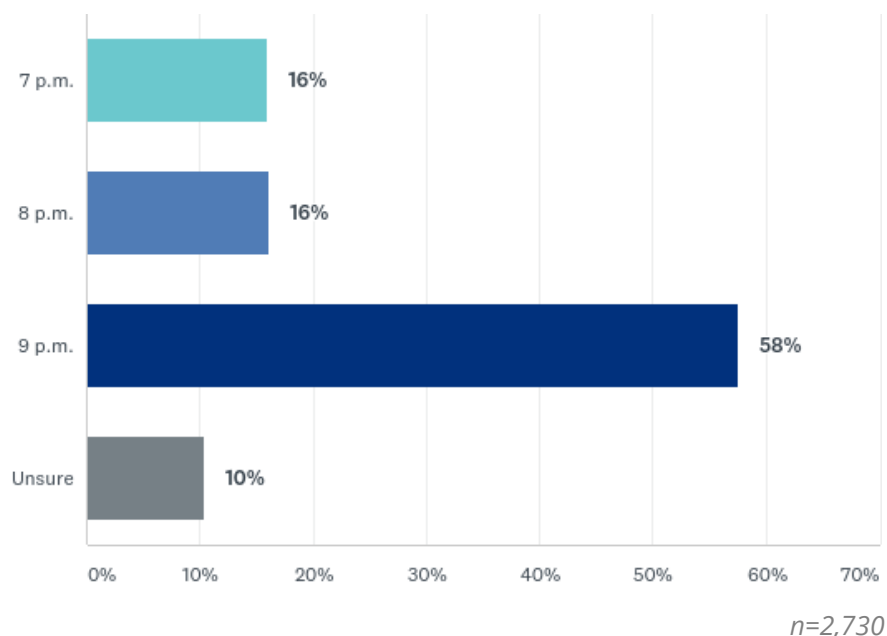
#### 4.1.3.2 Start and end times

Results for Sundays are similar to that of Saturdays. More than half of respondents want service to start no later than 7 a.m. (Figure 4-6). And again, respondents chose the latest option for when trips should end – in this case 9 p.m. (Figure 4-7).

**Figure 4-6.** How early the community wants service to begin on Sundays



**Figure 4-7.** How late the community wants service to run on Sundays

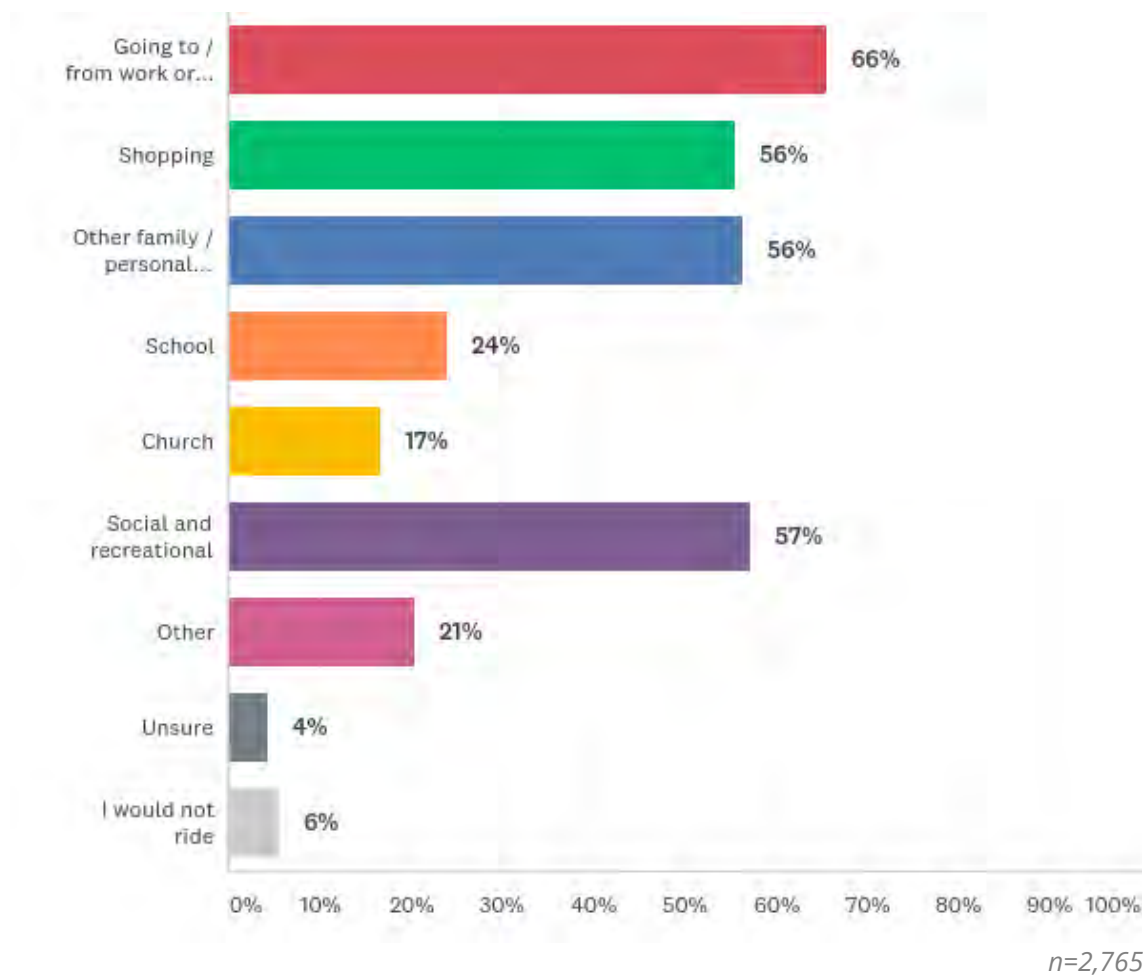


## 4.1.4 Weekday Evenings

### 4.1.4.1 Purpose of trip

Respondents were asked what they would use the bus for if service were extended later into the evenings on weekdays. More than half of them would ride for going to / from work or work-related business (66%), social and recreational (57%), other family / personal errands (56%), or shopping (56%). Weekday evenings had the highest rate of riders who would ride the bus for work.

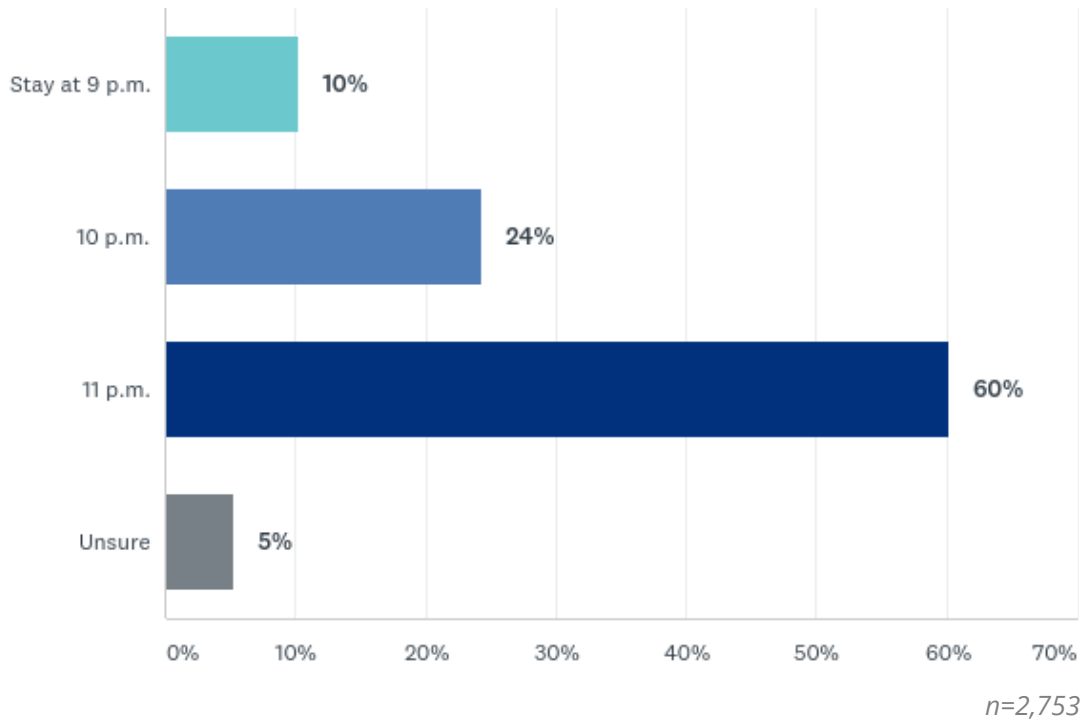
**Figure 4-8.** Types of trips the community would use the bus for on weekday evenings



#### 4.1.4.2 End time

When asked how late bus service should be extended on weekdays, riders strongly supported buses running until 11 p.m. (60%). Only 10% thought service should continue to end at 9 p.m. (Figure 4-9).

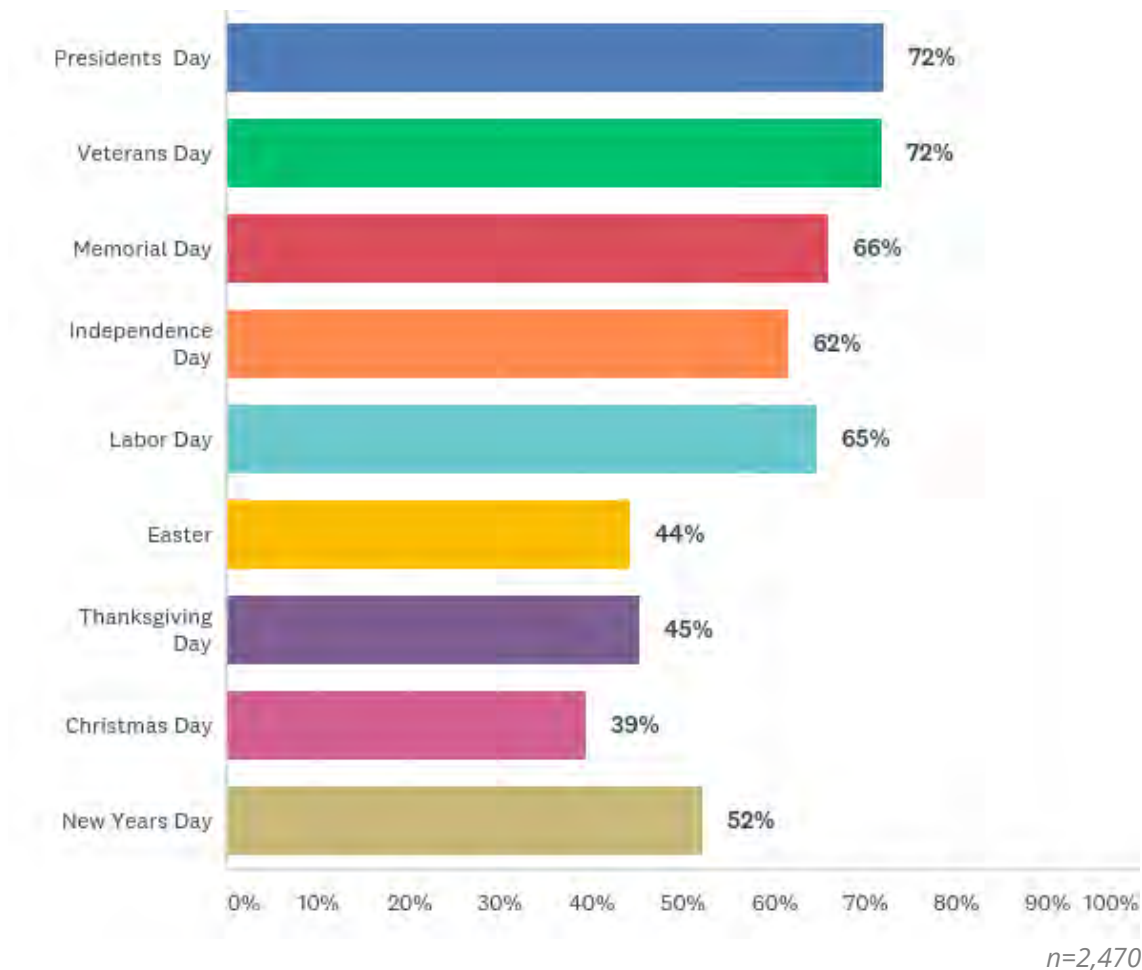
**Figure 4-9.** How late the community wants service to run on weekdays



## 4.2 Holidays

Figure 4-10 below shows the percent of respondents who said they would ride the bus on each holiday. Today Cherriots does not offer service on any of these days.

**Figure 4-10.** Which holidays community members would ride the bus



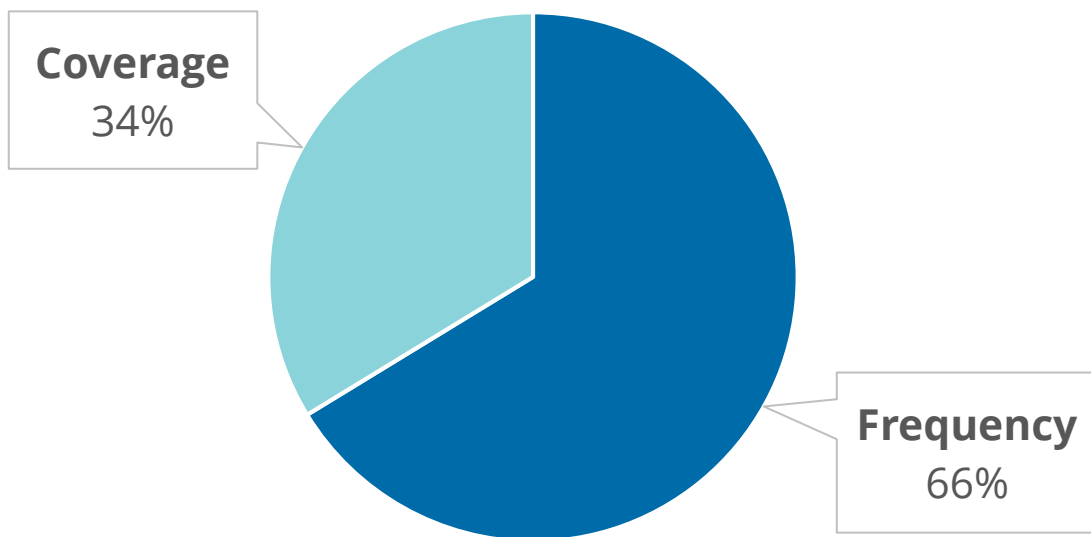
More than half of respondents said they would ride the bus on Presidents Day, (72%) Veterans Day (72%), Memorial Day (66%), Labor Day (65%), Independence Day (62%), and New Year's Day (52%). Just under half said they would ride on Thanksgiving Day (45%), Easter (44%), and Christmas Day (39%).

The results indicate a desire for service on every day of the year, with higher levels of service on days where riders typically are still required to work.

### 4.3 Frequency versus coverage

While discussing what else they would change about Cherriots service, 512 respondents brought up route frequency or coverage service. Of those who discussed one or the other, 66% (342) asked for more frequency on the current routes, and 34% (174) wanted expanded coverage on streets and in neighborhoods not currently served by transit.

**Figure 4-11.** Frequency-to-coverage ratio for survey responses



The frequency-to-coverage ratio is important to keep in mind, as the Cherriots Board of Directors has a policy requiring staff to maintain the balance of productivity-focused service and coverage-focused service to a 3-to-1 ratio (i.e. 75% to 25%). In other words, for every revenue hour invested in new coverage service, staff must add about three revenue hours of productivity-focused service.

### 4.3.1 Frequency

When asked what they would change about current service, hundreds of riders listed changes they would make to specific routes. All routes where calls for increased frequency accounted for more than half of the requests are listed in Table 4-1.

**Table 4-1.** Requests for increased frequency by route

Route	Responses		
	Share of Responses	Total Requests for More Frequency	All Route-Specific
<b>6</b> Mission / Fairview Industrial	88%	23	26
<b>24</b> State / Lancaster	82%	9	11
<b>12</b> Haysville Drive	80%	4	5
<b>7</b> Mission / Hawthorne	79%	11	14
<b>10X</b> Woodburn / Salem Express	78%	7	9
<b>1X</b> Wilsonville / Salem Express	71%	5	7
<b>23</b> Lansing / Hawthorne	71%	5	7
<b>50X</b> Dallas / Salem Express	71%	5	7
<b>8</b> 12th / Liberty via Red Leaf	67%	12	18
<b>14</b> Windsor Island	66%	2	3
<b>16</b> Wallace Road	66%	4	6
<b>40X</b> Polk County / Salem Express	65%	13	20
<b>18</b> 12th / Liberty via Lone Oak	63%	10	16
<b>30X</b> Santiam / Salem Express	52%	11	21
<b>3</b> Portland Road	50%	3	6

#### Hourly Service

Route 6, which runs once an hour, by far saw the most requests for increases in frequency (23). More frequency was requested by 88% of those who specifically called out Route 6. Many of the respondents specifically called out wanting more service to Salem Health. There were also calls for more service on Fairview Industrial Way. Other hourly routes that received requests for increases in frequency include routes 24, 12, 7, 23, and 16. There's a general consensus among survey respondents that hourly service on weekdays is not good enough.

#### 30-Minute Service

There were two routes with 30-minute service that had numerous calls for increases to 15-minute service on weekdays: 8-18 and 3.

#### Regional Express Routes

Riders requested increased route trips on almost all regional express routes. In particular, riders want more trip times during peak commute times.

### 4.3.2 Coverage

Many respondents (174) requested additional service on streets and in neighborhoods that do not currently have bus service. Staff organized those requests into tiers below.

**Table 4-2.** Requests for new coverage service

Route	Responses	
	Share of All New Coverage Requests	Total Requests for More Coverage
<b>TIER 1</b> (10 or greater requests)		
West Salem	21%	36
D Street	11%	20
Turner Road	6%	10
Fisher Road	6%	10
River Road S	6%	10
<b>TIER 2</b> (5-9 requests)		
South Salem	5%	8
Cordon Road	4%	7
Downtown Circulator	4%	7
McGilchrist	4%	7
<b>TIER 3</b> (2-4 requests)		
12th Street	2%	4
17th Street	2%	3
Auburn-Monroe	2%	3
Pringle-Battle Creek	2%	3
Airport Road Park and Ride	1%	2
Kingwood West / Capital Manor	1%	2
Michigan City	1%	2
Sunnyside Road	1%	2
<b>Intercity</b>		
Portland	6%	10
Albany	3%	6
Coast	2%	3
Corvallis	1%	2

The most common requests were for new service throughout West Salem (much of which will go into effect in January 2018), as well as service on D Street, Turner Road (mostly Walmart), Fisher Road, and River Road S.



## 4.4 Other topics

Below are other topics brought up in the open-ended question about what else Cherriots can do to improve service.

### **4.4.1 Weekends (159)**

Even though weekend service was one of the primary focuses of the survey, there were still 159 respondents who chose to bring the importance of weekend service up again in their open-ended response.

As we have seen during all outreach conducted over the years since Saturday bus service was discontinued, the need for bus service on weekends is by far the most pressing need in the Salem area and the larger region.

### **4.4.2 Weekday evenings (103)**

As with weekend service, weekday evening service was also named more than a hundred times when riders were asked what else they would change about Cherriots service, even though they had already answered questions about it.

This level of response highlights the additional need for later bus service on weekday evenings.

### **4.4.3 Shelters (81)**

Riders want more shelters at bus stops to protect them from the elements. In most cases respondents did not call out specific places where they would like to see shelters. Instead, they either advocated for more shelters in general or shelters at every bus stop.

### **4.4.4 Operational concerns (75)**

Many riders brought up operational concerns. All concerns have been passed on to the Transportation Manager and the Chief Operating Officer. They include:

#### 4.4.4.1 Operator friendliness

Riders were split on the current level of friendliness of operators. Of those who brought up operator attitudes, about half want operators to be friendlier and provide better customer service, and the other half called out how wonderful Cherriots operators are.

#### 4.4.4.2 Disrespectful riders and rule enforcement

Eight riders brought up issues with other people on the bus being loud or using foul language, and those issues not being dealt with by operators. One person gave an

example of how she has seen TriMet operators politely but firmly deal with poor rider behavior, and suggests we should train our operators to deal with rider behavior in the same manner.

#### 4.4.4.3 Strollers

A common issue that came up is the amount of room strollers take up at the front of the bus. Often strollers are blocking aisles or taking up room that seniors or riders with disabilities wish to use.

#### 4.4.4.4 Allowing food and drinks

Four respondents asked for food and drinks to be allowed on the bus. In particular, riders wish to be able to bring drinks in soft-sided cups on the bus.

#### 4.4.4.5 Late departures

Three respondents brought up issues with their operators not being ready to depart from the Downtown Transit Center on time. In one case, it is because the operator is arriving late from the yard. In the other instances, riders pointed to the common occurrence of operators spending time in the break room and not coming out to their bus until a minute before it is scheduled to depart, or even at the scheduled departure time.

### **4.4.5 Fares and eFare (60)**

Sixty respondents had ideas about improving our fares or fare structure. A few ideas came up consistently:

1. There is a need to lower fares for low-income riders.
2. Let students / youth ride for free, to help those students and their families.
3. Get more employers to buy a Group Pass for their employees, including local businesses, colleges, and the State of Oregon.
4. Fares should be in increments of \$1 or \$0.25, not \$0.10.
5. It is not fair to refer to a 30-day pass as such because Cherriots does not run seven days a week.
6. Bring back multi-ride tickets / punch cards.

Additionally, there were 19 requests for eFare (ticket app, contactless payments, etc.). Those who brought this up expressed a need for more options to pay other than cash or having to go to only a few locations to purchase day and 30-day passes.

All fare change ideas will be considered during the ongoing fare analysis process.

#### **4.4.6 Bus stop locations and density (42)**

There were many requests for new bus stops to be added or moved in particular locations. Those requests will be passed on to the Service Excellence Committee for their consideration.

Additionally, some riders called for more bus stops along the route so they do not need to walk as far. Others called for fewer bus stops along the route so the bus did not need to stop as often.

#### **4.4.7 Communication (39)**

Thirty-nine respondents offered ideas for improving communication and rider materials. Ideas include more availability of schedules at grocery stores and medical offices, adding more clarity to bus announcements about transfer routes, making bus stops more visible, and improving information at bus stops. All communication-related ideas have been passed on to the Director of Communication and Marketing Coordinators for their consideration.

#### **4.4.8 Easier transfers and crosstown routes (37)**

Another big concern is difficulty transferring between routes in a few parts of the system. Also, some riders wish to avoid transfers altogether, and in some cases avoid having to travel through downtown Salem to get to their destination.

##### **4.4.8.1 Better transfers**

- Better facilities at Chemeketa Community College to allow all buses to park next to one another, in particular Route 13.
- Timed connections between Routes 6 and 21, particularly after 7 p.m. when Route 21 drops to 30-minute service.
- Better timed connections between Route 11 and Routes 4, 7, and 24 at State and Lancaster.
- YCTA 11 to Amity and McMinnville coming to the Downtown Transit Center instead of having to transfer at the West Salem Transit Center.
- Better timing between Routes 8 and 18 and the services at Amtrak and Greyhound stations.

##### **4.4.8.2 Crosstown routes**

- Direct service between South Salem and Keizer without having to transfer downtown.
- Direct service between West Salem and Lancaster.
- Direct service between West Salem and Keizer.

#### **4.4.9 On-time performance (34)**

Poor on-time performance was mentioned by 34 respondents. Eleven of those people brought up specific routes. The only routes mentioned more than once were Route 7 (mentioned twice) and Route 11 (mentioned four times).

#### **4.4.10 Seating (31)**

Often coupled with requests for shelters, many people asked for more seating at bus stops. As with requests for more shelters, respondents did not typically call out where specifically they would like to see more seats. Most just asked for more seating in general.

#### **4.4.11 Holidays (24)**

Even though there was a question directly asking about which holidays respondents would ride on, two dozen people also highlighted the importance of holiday service in the open-ended question.

Most called for holiday service in general. One person highlighted the importance of holidays where local schools and colleges were still open, and another specifically called out the importance of running on Easter, Thanksgiving, and Christmas in order to get to family events.

#### **4.4.12 Earlier weekdays (22)**

In addition to wanting bus service to run later on weekdays, 22 respondents requested weekday service start earlier in the morning.

#### **4.4.13 Safety and security (20)**

Some riders gave suggestions for how to improve safety and security throughout the system. Ideas included suggestions for bus stop locations and amenities, asking operators to wait for everyone to sit down before they start driving, and for more security on buses.

All safety- and security-related ideas have been passed along to the Safety and Loss Control Specialist and the Security and Emergency Management Manager.

#### **4.4.14 Real-time bus tracking (20)**

The need to be able to track buses in real-time was brought up by 20 respondents. Riders want to know when the next bus is arriving and if their bus is running late.

Respondents want real-time information available on the Cherriots website and on the Transit App (or a dedicated app). They also want to be able to text a number to

see when the next bus is arriving. One asked for the information to be available on digital screens in shelters.

#### **4.4.15 Accessibility (17)**

Concerns related to accessibility came up 17 times. Ideas included making bus stop improvements to upgrade stops to include ADA-accessible landing pads, introducing dial-a-ride service in the towns and cities in Marion and Polk counties, adding more room on buses for riders with service animals, training operators to remind those who are deaf or blind when to exit the bus, letting those who are elderly or handicapped sit down before driving forward, and making better connections between routes and adding more coverage service to reduce the distance needed to walk.

#### **4.4.16 Comfort (13)**

A number respondents brought up ways in which Cherriots could make their ride more comfortable. Ideas include:

- Making sure buses are cleaner, in particular the seats.
- Turn down the heat on the buses slightly in the winter so riders do not need to remove their coats.
- Ask operators to enforce rules regarding loud music, loud phone conversations, and vulgar language.
- Opening the Downtown Transit Center lobby earlier in the morning and keeping it open later in the evening so riders do not have to wait outside in the elements.

#### **4.4.17 Cherriots LIFT and Cherriots Shop and Ride (9)**

There were a few comments about Cherriots LIFT and Cherriots Shop and Ride, but no trends arose about these services. All comments have been passed on to the Contracted Services Manager and Chief Operating Officer.

#### **4.4.18 Faster service (8)**

A few riders believe our buses are too slow in general. Others compare travel times on the buses (including transfers) to that of driving, and believe Cherriots bus service cannot compete with driving a car.

#### **4.4.19 Smaller buses (7)**

Seven respondents want Cherriots to use smaller buses on routes that have historically low ridership. They typically believe the use of smaller buses will be more economical.



Riders were surveyed at the Downtown Transit Center and on Cherriots buses.



## 5. Frontline employee engagement

While surveying riders and the greater community, staff also surveyed all frontline employees (Attachment B)—those who directly interact with riders, including:

- **In-house employees**
  - Transit Operator
  - Operations Supervisor
  - Customer Service Representative
  - Travel Trainer
  - Outreach Representative
  - Receptionist
- **Contracted employees**
  - Transit Operator (MV Transportation)
  - Road Supervisor / Dispatcher (MV Transportation)
  - Transit Host (Garten)
  - Security Officer (G4S)
  - Mobility Assessor (MTM)
  - Call Center Employee (MTM)

In total, staff received 38 surveys. Hearing from frontline employees is a critical step of the needs assessment process. They interact with Cherriots riders on a daily basis and can provide critical on-the-ground context to performance data results.



Operations Programs Administrator Melissa Kidd and Outreach Rep. Lisa Carignan at tabling event.



## 5.1 What employees have heard from riders

### 5.1.1 *Bus service*

- Add weekend service
- Extend weekday evening service
- Add more frequency on current routes
  - Route 10X
- Add more coverage
  - D Street
  - Turner road
  - College Drive NW
  - Woodburn to Keizer Transit Center
  - Service between Marion County Correctional Facility and South Commercial
- Add more shelters
- Add more benches
- Stop buses from leaving Downtown Transit Center before scheduled departures
- Improve on-time performance
- Post timetables at bus stops
- Post fare information on buses
- Add holiday service
- Make service free between downtown Salem and West Salem
- Implement eFare
- Add more travel training
- Lighted shelters

### 5.1.2 *Demand-responsive services*

- Add weekend service
- Add more same day trip change flexibility
- Improve on-time performance of LIFT
- Shorter call wait times
- More courteous operators needed
- More pleasant dispatchers needed
- Do not change company name (to Cherriots)
- Return dial-a-ride services to Silverton and Stayton
- Allow riders to choose between MV1s and other vehicles
- Add more Cherriots Shop and Ride service

## 5.2 How to set employees up for success

### 5.2.1 *Bus service*

- Purchase new buses
- Ensure a minimum of 15 minutes of deadhead to and from Del Webb and the Downtown Transit Center
- Allow operators time to do pre-trip (in-house and contracted)
- Purchase better fareboxes
- Get ergonomic seats for operators
- Move some layover time at the west end of Route 17 to runtime going eastbound
- Develop seasonal schedules
- Give operators more breaks
- More straight runs
- Security on buses
- Clean buses more often
- Paint “bus only” at entrances to Downtown Transit Center so automobile drivers do not enter the transit center
- Provide operator training for terrorist incidents and irate customers

### 5.2.2 *Demand-responsive services*

- Fully staff call center
- Fully staff operators
- Give operators customer service training and make service in general more driven toward customer service instead of about convenience
- Make pickup windows larger
- Provide individual training on technology
- Make Cherriots Shop and Ride easier to understand

## 5.3 How to spend additional funds

### 5.3.1 *Bus service*

- Add weekend bus service
- Extend weekday evening service
- Provide more weekday frequency
  - Routes 40X and 50X
- Provide service on holidays
- Serve more towns
  - Albany
- Connect with other transit districts
- Create downtown circulator
- Run Route 6 every 30 minutes
- Bring back park and ride routes
- Lower bus fare
- Create low-income fare
- Create family pass
- Make service free for seniors and people with disabilities
- Create eFare solution
- Provide real-time tracking of buses
- Add more shelters
- Advertise at elder care and nursing homes
- Provide service sooner than 2019

### 5.3.2 *Demand-responsive services*

- Add weekend bus service
- Extend weekday evening service
- Allow for same-day bookings
- Add more Cherriots Shop and Ride service
- Buy more vehicles
- Extend call center hours

## 5.4 Anything else

### 5.4.1 General

- Remodel public restrooms

### 5.4.2 Bus service

- Move Route 11 back to its old path between Chemeketa Community College and Keizer Transit Center – taking Portland Road and Chemawa; provide only 30-minute service on Hyacinth and Verda; those streets do not have the ridership to justify 15-minute service
- Give Route 11 a different name north of Chemeketa Community College; will avoid confusion when riders board at CCC
- Run Route 11 to Marion County Correctional Facility every 30 minutes; eliminate Route 24 and use that bus to run Route 4 every hour; take Route 7 back down its former path – serving Turner and Fairview Industrial
- Drop Route 17 frequency to every 30 minutes; ridership does not justify 15-minute service
- Split Routes 6 and 16 and keep Route 16 in West Salem; have people transfer to Route 17 at West Salem Transit Center to get to downtown Salem
- Move Route 9 from Broadway to Liberty Street N to provide more coverage
- Shorten Route 9 and cover the Parkmeadow loop with Route 14
- Drop Route 14 to hourly service
- Add more frequency to Route 23
- Create East Salem Transit Center
- Create a Salem Library shuttle instead of using Route 13
- Allow riders to pay with eFare
- Provide outlets in the Downtown Transit Center for charging phones
- Add more space for wheelchairs in the buses
- Add more cameras
- Extend customer service hours in the evening
- Partner with local businesses

### 5.4.3 Demand-responsive services

- Provide operators with addresses instead of location names
- Text riders reminders in advance of their scheduled trips
- Have operators assist a little more when needed



Cherriots transit operators are one example of frontlines employees.

## 6. Unmet transit needs

After evaluating performance, demographics, travel patterns, and input from riders, the community, and frontline employees, staff have determined the current unmet transit needs in Marion and Polk counties.

### 6.1 Saturday service

The Salem area has been without Saturday bus service since 2009. Saturday service is by far the most pressing need for both local and regional bus service, as well as for Cherriots LIFT. This was not just evident in the most recent round of public outreach, but in all public outreach over the past eight years.

**Recommendation:** With increased funding in 2019, Saturday local bus and LIFT service should be added with a minimum hours of service from 7 a.m. until 11 p.m. Saturday service should also be implemented for regional bus routes.

### 6.2 Extended weekday evening service

Today most Cherriots weekdays service ends just after 9 p.m. Although these hours of service work for most 9-to-5 riders, it does not work for those working nontraditional hours. There is a strong desire for extended hours on weekdays, especially for those who are trying to get home from work.

Even though ridership is not expected to be high after 9 p.m., giving riders certainty they will be able to get home on the bus, even if they stay at work late or attend an evening function, should make them more willing to rely on Cherriots in general. This, in turn, should boost ridership during the midday and the AM and PM peaks.

**Recommendation:** Weekday service on the local bus system and LIFT should be extended to 11 p.m. on all routes that merit it. If possible, weekday service should be extended at the same time Sunday service is added. If that is not possible, service should be extended on weekday evenings first.

## 6.3 Sunday service

Another pressing need is Sunday bus service. Of all survey respondents, only 6% said they would not ride on Sundays. As with evening service, ridership on Sundays will likely be much lower than a typical weekday. However, having seven-day-a-week service is vital for those who do not have access to a car, and it will make it easier for those who currently drive to consider becoming a one car or no car household.

**Recommendation:** With increased funding in 2019, Sunday local bus and LIFT service should be added with a minimum hours of service of 7 a.m. until 9 p.m. Sunday service should also be implemented for regional bus routes.

## 6.4 Holiday service

Cherriots currently does not operate on eight holidays. The most pressing need is to provide holiday service on days where most people still work, including Presidents Day and Veterans Day. There are also a high number of people asking for service on Memorial Day, Independence Day, and Labor Day.

There is less of a need for bus service on New Year's Day, Thanksgiving, Easter, and Christmas Day. However, the need for service on those days is still present.

**Recommendation:** Add bus (local and regional) and LIFT service on all holidays. Even though ridership will be lower on some of these holidays, the need is there for those without other options. Also, being able to market that Cherriots runs every day (in conjunction with Saturday and Sunday service) will be critical to convince those who do not currently ride that Cherriots is something they can rely on.

For local and regional bus service, consider having multiple levels of service depending on expected ridership for each day.



## 6.5 Increased weekday frequency

There are a few routes (or pieces of routes) where there is a need for increased weekday frequency.

**Recommendation:** For every three revenue hours of service added to increase route frequency, about one revenue hour should be used to serve a current or new coverage route. This is a Board policy.

### 6.5.1 Salem Health, Mission from DTC to 25th, and Fairview Industrial

The route with the most requests for increased weekday frequency is Route 6. There are a high number of boardings at the Salem Health and along Mission Street from the Downtown Transit Center to 25th Street. There are also a few stops along Fairview Industrial Boulevard with high numbers of boardings.

**Recommendation:** When resources are available, find a way to provide 30-minute weekday bus service to the three segments listed above. This could be accomplished by redesigning current routes and focusing 30-minute frequency to Salem Health, along Mission Street, and along Fairview Ind.

### 6.5.2 Shared path of Routes 8 and 18, and all of Route 8

Routes 8 and 18 are just under their targets of 20 boardings per revenue hour. However, the sections where they have a shared path and form a 30-minute corridor (12th, Pringle, Madrona, Liberty, and Skyline) are above the target.

Where Routes 8 and 18 split in South Salem and provide only hourly service, the section of Route 8 (Red Leaf, Davis, and Liberty) is significantly more productive than that of Route 18 (Lone Oak, Idylwood, Sunnyside).

**Recommendation:** When resources are available, consider increasing the shared path of Routes 8 and 18 to 15-minute service. Also consider removing the Route 18 branch in South Salem (Lone Oak, Idylwood, Sunnyside) due to low ridership and instead increasing the frequency on the Route 8 branch (Red Leaf, Davis, and Liberty), where there is both higher ridership and a higher potential for ridership.

### **6.5.3 Lancaster between Rickey and MCCF**

Ridership along Lancaster between Rickey and the Marion County Correctional Facility is relatively higher for hourly service. Additionally, Amazon plans to add a facility employing 1,000 people in 2018.

**Recommendation:** Increase service in this corridor to at least 30-minute service, either using Route 24 or by rerouting another route (e.g. Route 11).

### **6.5.4 AM and PM commute trips on contracted regional express routes**

The current trip times on Routes 10X-50X are focused on spreading limited trips evenly throughout the day. As a result, the trip times do not work for most commuters. Riders only have one traditional commute time option for each route.

**Recommendation:** With new funding in 2019, add more AM and PM trips to provide more commute time options for contracted regional express routes. Purchase additional vehicles to make this feasible.

### **6.5.5 Midday trips on Route 1X**

Today Route 1X operates only during the AM and PM peaks. This makes it difficult to travel between Salem and Wilsonville for those who do not work typically 9-to-5 jobs, and for those who do but need to head home early.

**Recommendation:** With new funding in 2019, work with SMART to add midday trips to Route 1X. This may require purchasing additional vehicles.

## 6.6 Expanded coverage

There are a number of places throughout the Salem area where riders have requested restored or new coverage service.

**Recommendation:** For every one revenue hour of service used to serve a current or new coverage route, about three revenue hours should be added to increase frequency on a ridership-focused route, as required by Board policy.

### 6.6.1 West Salem

There were a high number of requests for more bus service in West Salem. Many of the places riders want regular bus service will be served starting January 2018 with the rerouted Route 16 and the new Routes 26 and 27.

However, there have been other requests for service in Salemtowne and north to Michigan City Lane. There have also been requests for service farther west on Glen Creek Road, as well as to College Drive.

**Recommendation:** Hold off on any more expanded coverage in West Salem until the new routes can be evaluated. Consider adding more coverage in next year's annual service evaluation.

### 6.6.2 D Street

D Street is one of the corridors where Cherriots removed service in 2015. This was due to its proximity to 15-minute frequency service along Center and Market streets.

Even with high-quality service within a quarter mile (5 minute walk), there have been requests for restored service along D Street.

**Recommendation:** Restoring service to D Street would be at odds with Cherriots design standards. However, if part of D Street can be served without adding new resources (e.g. rerouting Route 23), this should be considered. If serving D Street will require the addition of a bus, it should not be considered at this time due to its proximity to service along Center and Market streets. Instead, those resources should be put toward adding new service in a place that does not have good access to alternative routes.

### **6.6.3 Walmart on Turner Road**

In 2015, local bus service was removed from the Walmart along Turner Road. Ridership at the Walmart was high enough to justify having service. However, due to its location and the limited routing options to serve Walmart and turn the bus around, planning staff was not able to maintain service directly to this location. Instead, riders wishing to go to Walmart have to take Route 7 (which runs once an hour) to Hawthorne Avenue and walk half a mile (10 minutes) to Walmart.

**Recommendation:** If possible, service should be routed closer to Walmart on Turner Road. Note that this might require turning a bus around in Walmart's parking lot.

### **6.6.4 Fisher Road**

Bus service was removed from Fisher Road in 2015. Fisher Road is only a quarter mile (5 minute walk) from Lancaster Drive, which has frequent service every 15 minutes. Also, Fisher Road is a difficult road to serve due to the lack of sidewalks. However, because of the high density of residential units along Fisher Road between Sunnyview Road and Ward Drive, the potential for ridership in this corridor is relatively high.

**Recommendation:** Service on Fisher Road should not be considered at this time due to lack of sidewalks.

### **6.6.5 River Road S**

As new medical facilities and other commercial development come online along River Road S, demand for bus service in this area is likely to grow.

**Recommendation:** There are currently not enough resources to consider service on River Road S. However, this should be monitored in the coming years and considered for service as more resources are available.

### **6.6.6 South Salem**

There is a need for more coverage service in South Salem. However, this area is difficult to serve without having as a base of service a South Salem Transit Center.

**Recommendation:** Cherriots should continue to work on plans for the new South Salem Transit Center. Once the facility is active, planning staff should reroute service in South Salem based out of the South Salem Transit Center to provide better coverage and to facilitate transfers.

## 6.7 Additional cities

A few cities were mentioned as possible places for expanded bus service.

### 6.7.1 Portland

Ten survey respondents mentioned Portland as a place they want to see Cherriots serve. There is currently bus and rail service between Salem and Portland, but it is operated by POINT and Amtrak, not Cherriots, and tickets are often \$16 each way.

The need for service between Salem and Portland was established in the 2013 Long-Range Regional Plan.

**Recommendation:** In the short term, promote the POINT and Amtrak service between Salem and Portland on the Cherriots website and at the Downtown Transit Center to help inform riders of the service that already exists.

In the long term, explore partnering with TriMet or SMART to provide service between Salem and Portland. Consider applying for intercity funds from HB 2017.

### 6.7.2 Albany

Six survey respondents mentioned Albany as a place they want to see Cherriots serve. As with Portland, there is currently bus and rail service between Salem and Albany, but it is not operated by Cherriots and tickets can be expensive. Albany has a sizeable population and there are a high number of trips between Salem and Albany, making it a good candidate for new intercity service.

**Recommendation:** In the short term, promote the POINT and Amtrak service between Salem and Albany on the Cherriots website and at the Downtown Transit Center to help inform riders of the service that already exists.

In the long term, explore partnering with the Albany Transit System to provide service between Salem and Albany. Consider applying for intercity funds from Oregon House Bill 2017.

## 6.8 Improved timing and transfers

### 6.8.1 Routes 6 and 16

Routes 6 and 16 are the only hourly routes based out of the Downtown Transit Center that do not leave and arrive at the bottom-of-the-hour or top-of-the-hour pulse. The reasons for this have to do with the length of each route and the fact that they are interlined.

Route 6 leaves the Downtown Transit Center at the top of the hour, and along with Route 7 forms a 30-minute corridor along Mission Street in the outbound direction. However, due to its length it does not pulse on the inbound direction. As a result, Mission Street in the inbound direction sees gaps in bus service as large as 50 minutes.

Route 16 does not leave downtown on any pulse, and is only sometimes timed to successfully meet the top-of-the-hour pulse on its inbound trip.

**Recommendation:** Revenue hours should be added to Routes 6 and 16 to allow these routes to be split and properly timed with other hourly routes.

### 6.8.2 Chemeketa Transit Center

The bus stop at Chemeketa Community College (CCC) Building 2 is the second most used bus stop in the Cherriots system, after the Downtown Transit Center, and acts as the eastern hub for Cherriots. In 2015, Cherriots increased the number of buses serving CCC Building 2 to 17 buses per hour on the local system, in addition to the two regional bus routes serving the facility multiple times a day. This increase in service led to issues with crowding in front of CCC Building 2 due to the limited number of bus bays.

To address the crowding, planning staff rerouted Routes 3, 12, and 13 in 2016. Although crowding is no longer an issue in front of CCC Building 2, it is now more difficult for many riders to transfer between bus routes on CCC's campus.

**Recommendation:** In the short term, Cherriots should explore rerouting Routes 12 and 13 to make transferring easier. If possible, Routes 12 and 13 should form a pulse at CCC to further facilitate transfers. Cherriots should also open a dialogue with Chemeketa Community College to partner together to develop a formal transit center on campus with a minimum of eight bus bays. The Chemeketa Transit Center should be designed to be both a primary destination and a transfer facility.

### **6.8.3 South Salem Transit Center**

Riders currently find it difficult to transfer between Routes 6, 8, 18, and 21 in South Salem. The loop at the southern end of Route 6 is not timed with Route 21 after 7 p.m. because its schedule is based on the pulse at the Downtown Transit Center. Also, Routes 8 and 18 serve a different bus stop than Routes 6 and 21 near the Walmart on Commercial, making the transfer difficult.

The South Salem Transit Center being planned for the Walmart parking lot on Commercial Street should help with these issues.

**Recommendation:** See 6.6.6 South Salem.

## **6.9 Improved on-time performance**

According to the latest on-time performance numbers, routes are either not meeting reliability targets overall or in the PM peak are Routes 7, 8, 9, 11, and 23. Staff have already implemented or developed plans to improve the reliability of Routes 7, 8, 11, and 23. Staff have also implemented a stopgap plan to improve Route 9 on-time performance by interlining it with Route 17, but it will need a more comprehensive fix to improve reliability in the PM peak.

### **6.9.1 Improve Route 9 on-time performance**

Even with interlining Route 9 with Route 17, Route 9 still is unable to meet its reliability targets in the PM peak. For multiple trips a day, Route 9 is unable to reliably meet the pulse at the Downtown Transit Center, making it difficult for riders to make transfers.

**Recommendation:** Implement bold solutions to improve the on-time performance of Route 9. Both rerouting service and adding additional run time should be considered.

### **6.9.2 Implement real-time bus tracking**

Riders want the ability to track their buses in real-time on an app, on the Cherriots website, and via text message. Also, a full CAD/AVL system will help operations address reliability issues in real time and will help planning monitor and evaluate on-time performance. CAD/AVL is currently slated to be implemented in 2019.

**Recommendation:** Continue the process of procuring and implementing CAD/AVL. Integrate real-time bus tracking into Transit App, the Cherriots website, and a text message service.



## 6.10 More shelters and seating

One of the most requested improvements from riders is the addition of shelters at more bus stops. There are also requests for more seating, mostly in conjunction with requests for more shelters.

### 6.10.1 More shelters

The Cherriots standard is to place shelters at bus stops that see 20 boardings per day or more. In 2016, boardings at all bus stops throughout the local system were evaluated when new grant-funded shelters were installed throughout the local system. Additionally, more than a dozen bus stops were identified as meeting the threshold for adding a shelter. However, shelters at those locations have not yet been installed due to the need for capital improvements prior to installation.

**Recommendation:** With the recent increases in ridership across the system, as well as the expected increases in ridership with the additional service in 2019, staff should begin evaluating ridership on the stop level on an annual basis. Any bus stops meeting the 20 boardings per day threshold should be evaluated for improvements and a shelter, and staff should seek out grant funding for purchasing, civil work, and installation.

### 6.10.2 More seating

All Cherriots shelters have seating, so more shelters will lead to more seating as well. However, there are bus stops that do not meet the minimum threshold for a shelter, but could use a bench or pole-mounted seat.

**Recommendation:** Cherriots staff should work with staff at all cities served, in particular City of Salem staff, to create a standard for providing benches and pole-mounted seats at bus stops that merit them. Cherriots staff should then determine where seating is needed and seek out grant funding for that seating and installation.

## 6.11 Fare changes and additional payment options

Survey respondents made a number of requests for changes to the current fare structure and payment options.

### 6.11.1 eFare

Riders want more options for paying for their ride. They want to be able to use a credit card, an app, or a tap card so they don't have to pay cash on the bus or go to the Downtown Transit Center (or select partner agencies) to purchase their 30-day or month passes.

**Recommendation:** Implement a robust eFare solution that allows riders to pay for their trips both on an app and using a tap card.

### 6.11.2 Free student or youth pass

There were many calls for making the bus free either for students or all youth. Most students are not able to drive or do not have access to a car, thus making transit vital for getting to and from school and for attending after-school activities. A free youth pass would also help encourage families to ride.

**Recommendation:** Study the impact a free youth pass (0-18) would have on revenue, equity, and ridership. Consider what it would cost to add overload trips around the end of the school day.

### 6.11.3 Low-income discounted bus pass

Many agencies around the country are exploring implementing discounted bus passes for low-income residents. This idea came up multiple times in the surveys, and based on previous fare survey data there is a need for discounts for low-income riders.

**Recommendation:** Develop a proposal for a low-income pass and study the impact it would have on revenue and equity. Determine what would need to be done administratively to determine which riders are eligible for the pass.

### 6.11.4 Group pass promotion for businesses

Multiple riders suggested promoting the Cherriots Group Pass Program to local businesses, local colleges and universities, and the State of Oregon would help get people to ride. This would help these riders by making their fares free.

**Recommendation:** Develop a plan to promote the Cherriots Group Pass Program in conjunction with expanded bus service.

### 6.11.5 Universal passes and simplified fare structure

The current Cherriots fare structure is complicated and confusing. This makes it difficult for riders to understand, and difficult for Cherriots staff to communicate.

**Recommendation:** Replace the current contracted regional day pass with a universal day pass that works on local and regional Cherriots bus routes, as well as SMART 1X buses. Consider extending this to all SMART routes.

Replace the contracted regional month pass with a new universal month pass at a lower price than today. Consider extending to all SMART routes.

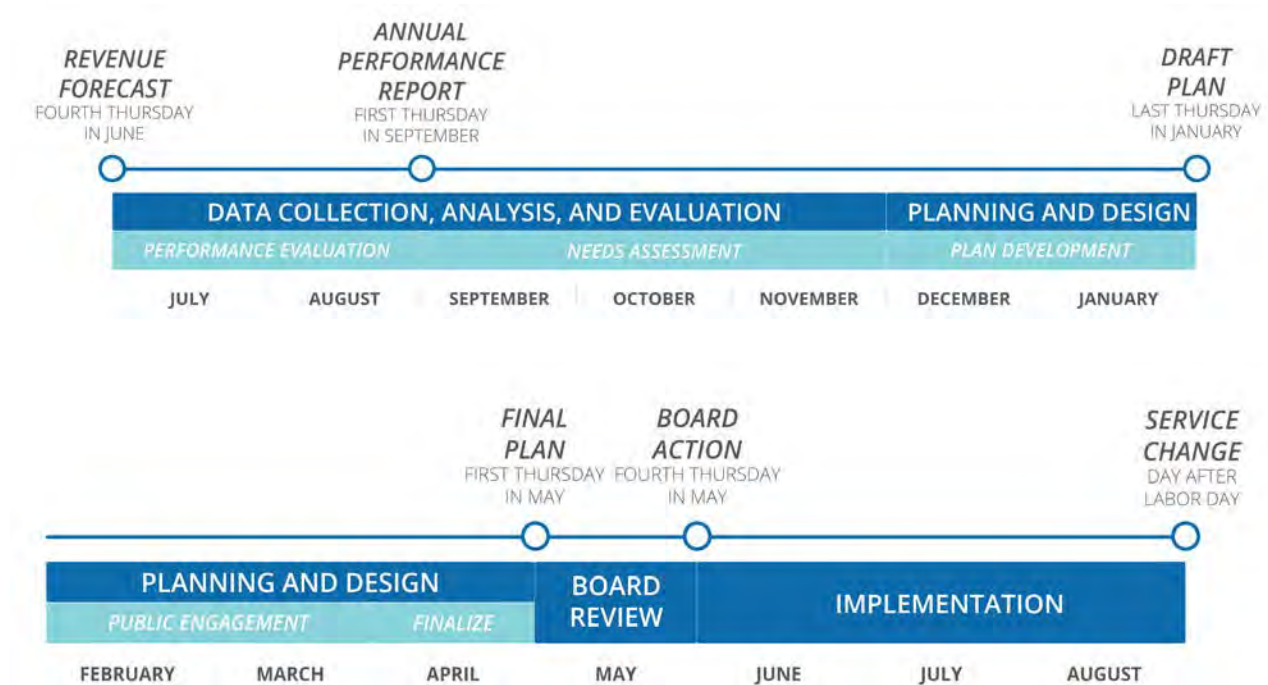


Riders wait for their buses at the Downtown Transit Center.

## 7. Next Steps

Each year Cherriots staff follow the annual service planning process, from initial revenue forecast through implementation of new service. The timeline below summarizes that planning process (Figure 7-1).

**Figure 7-1.** Cherriots service planning process timeline



In a typical year, this process would only be used to develop a service plan to be implemented in September 2018.

However, due to the additional funding from the State of Oregon, this process will also be used to develop a plan for service enhancements in 2019.

## **7.1 Plan development (December 2017-January 2018)**

Now that the needs assessment phase of the process is complete, staff will begin developing a service plan to attempt to address unmet needs given available funding. This will be split up into two plans: a service plan for September 2018, and a service enhancement plan for 2019 (which will include new funding from the State of Oregon).

## **7.2 Public engagement (February-March 2018)**

Once the service plans are developed, staff will bring both to the public in February and March 2018. There will be extensive outreach during this period to ensure the voices of riders and the larger community are heard.

## **7.3 Finalization (April 2018)**

The proposed service plans will be modified in April 2018 based on input received during the public engagement period.

## **7.4 Board review (May 2018)**

The Cherriots Board of Directors will review the final September 2018 service plan, as well as the plan for service enhancements in 2019. The Board will take action on both at the May Board Meeting.

## **7.5 Implementation (June-August 2018)**

Internal and external materials will be prepared for the September 2018 service change. New service will go into effect on Tuesday, September 4, 2018.

## **7.6 Service enhancement referral (TBD)**

Once the Board of Directors takes action on the plan for 2019 service enhancements, that plan will be submitted to a still-to-be-formed transit committee that will consider the details of the plan and suggest modifications. The timeline for this process, as well as the makeup of the committee, have not yet been established by the State of Oregon.



# Attachment A. Rider and Community Survey

## English



HOW WOULD YOU IMPROVE CHERRIOTS BUS SERVICE FOR 2018-2019?

*The Oregon Legislature recently passed a bill that secures increased future funding for Cherriots. We're preparing to enhance our services and we want your feedback on what would work best for you!*

1. We are considering adding service on **Saturdays, Sundays, and weekday evenings**. Please help us decide how we should prioritize service by ranking the three options below. Fill in one bubble each.

1 = Most important to you   2 = Second most important to you   3 = Third most important to you

①②③ Saturday Service   ①②③ Sunday Service   ①②③ Weekday Evenings

2. We are also looking to expand **holiday service**. Which of these holidays would you ride Cherriots bus or LIFT service if offered? Select all that apply.

- ☐ Presidents' Day   ☐ Veterans Day   ☐ Memorial Day   ☐ Independence Day   ☐ Labor Day  
☐ Easter   ☐ Thanksgiving Day   ☐ Christmas Day   ☐ New Years Day

### SATURDAYS

3. What kind of trips would you use the bus for on **Saturdays** if Cherriots offered Saturday service? *Check all that apply.*

- ☐ Going to/from work or work-related business  
☐ Shopping   ☐ Other family / personal errands  
☐ School   ☐ Church   ☐ Social and recreational  
☐ Other   ☐ Unsure   ☐ I would not ride

4. If Cherriots offered service on **Saturday**, how **early** should it begin?

- ☐ 6 a.m.   ☐ 7 a.m.  
☐ 8 a.m.   ☐ Unsure

5. If Cherriots offered service on **Saturday**, how **late** should it run?

- ☐ 9 p.m.   ☐ 10 p.m.  
☐ 11 p.m.   ☐ Unsure

### SUNDAYS

6. What kind of trips would you use the bus for on **Sundays** if Cherriots offered Sunday service? *Check all that apply.*

- ☐ Going to/from work or work-related business  
☐ Shopping   ☐ Other family / personal errands  
☐ School   ☐ Church   ☐ Social and recreational  
☐ Other   ☐ Unsure   ☐ I would not ride

7. If Cherriots offered service on **Sunday**, how **early** should it begin?

- ☐ 6 a.m.   ☐ 7 a.m.  
☐ 8 a.m.   ☐ Unsure

8. If Cherriots offered service on **Sunday**, how **late** should it run?

- ☐ 7 p.m.   ☐ 8 p.m.  
☐ 9 p.m.   ☐ Unsure

### WEEKDAY EVENINGS

9. What kind of trips would you use the bus for on **weekday evenings** if Cherriots extended service on weekdays until 10 or 11 p.m.? *Check all that apply.*

- ☐ Going to/from work or work-related business  
☐ Shopping   ☐ Other family / personal errands  
☐ School   ☐ Church   ☐ Social and recreational  
☐ Other   ☐ Unsure   ☐ I would not ride

10. If Cherriots offers later **evening service** on weekdays, how **late** should it run?

- ☐ Stay at 9 p.m.   ☐ 10 p.m.   ☐ 11 p.m.   ☐ Unsure

FLIP FOR MORE QUESTIONS →

[illegible]

<input type="checkbox"/> Route 1X - Wilsonville / Salem	<input type="checkbox"/> Route 11 - Lancaster / Verda	<input type="checkbox"/> Route 22 - Library Loop
<input type="checkbox"/> Route 2 - Market / Brown	<input type="checkbox"/> Route 12 - Hayesville	<input type="checkbox"/> Route 23 - Lansing / Hawthorne
<input type="checkbox"/> Route 2X - Grand Ronde / Salem	<input type="checkbox"/> Route 13 - Silverton Road	<input type="checkbox"/> Route 24 - State / Lancaster
<input type="checkbox"/> Route 3 - Portland Road	<input type="checkbox"/> Route 14 - Windsor Island	<input type="checkbox"/> Route 30X - Santiam / Salem
<input type="checkbox"/> Route 4 - State Street	<input type="checkbox"/> Route 16 - Wallace Road	<input type="checkbox"/> Route 40X - Polk County / Salem
<input type="checkbox"/> Route 5 - Center Street	<input type="checkbox"/> Route 17 - Edgewater / Gerth	<input type="checkbox"/> Route 50X - Dallas / Salem
<input type="checkbox"/> Route 6 - Mission / Fairview Ind.	<input type="checkbox"/> Route 18 - 12th / Liberty	<input type="checkbox"/> West Salem Connector
<input type="checkbox"/> Route 7 - Mission / Hawthorne	<input type="checkbox"/> Route 19 - Broadway / River	<input type="checkbox"/> Polk County Flex
<input type="checkbox"/> Route 8 - 12th / Liberty	<input type="checkbox"/> Route 20X - N. Marion Co. / Salem	<input type="checkbox"/> Cherriots LIFT
<input type="checkbox"/> Route 9 - Cherry / River Road	<input type="checkbox"/> Route 21 - South Commercial	<i>(formerly CherryLift)</i>
<input type="checkbox"/> Route 10X - Woodburn / Salem		<input type="checkbox"/> Cherriots Shop and Ride
		<i>(formerly RED Line)</i>

Learn more or take the survey online at **[Cherriots.org/enhancement](http://Cherriots.org/enhancement)**

2017 NEEDS ASSESSMENT REPORT | 78





¿COMO MEJORARIAS EL SERVICIO DE AUTOBÚS CHERRIOTS PARA 2018-2019?

*La Legislatura de Oregón recientemente aprobó un proyecto de ley que asegura el aumento de fondos para Cherriots. Nos estamos preparando para mejorar nuestros servicios y queremos sus comentarios sobre lo que funcionaría mejor para usted!*

1. Estamos considerando agregar servicio los **sábados, domingos y tardes** entre semana. Ayúdenos a decidir cómo debemos priorizar el servicio clasificando las tres opciones a continuación. Completa una burbuja cada una.

1 = Lo más importante para usted 2 = El segundo más importante para usted 3 = El tercero más importante para usted

①②③ Servicio los Sabados ①②③ Servicio los Domingos ①②③ Servicio de la Tarde Entre Semana

2. También estamos buscando expandir el servicio de **días feriados**. ¿En cuál de estos días viajarías en el autobús Cherriots o en el servicio LIFT si te lo ofrecen? Seleccione todas las que correspondan.

☐ Día del Presidente ☐ Día de los Veteranos ☐ Día Conmemorativo ☐ Día de la Independencia

☐ Día laboral ☐ Pascua ☐ Día de Acción de Gracias ☐ Navidad ☐ Año Nuevo

## SABADOS

3. ¿Qué tipo de viajes usaría el autobús para los **sábados** si Cherriots ofrecería servicio de los sábados? Marque todo lo que corresponda.

- ☐ Ir a / desde el trabajo  
☐ Compras ☐ Otros recados familiares / personales  
☐ Escuela/Colegio ☐ Iglesia ☐ Social y recreativo  
☐ Otro ☐ No seguro ☐ Yo no viajaría

4. Si Cherriots ofrecería servicio el **sábado**, ¿qué tan **temprano** debería comenzar?

- ☐ 6 a.m. ☐ 7 a.m.  
☐ 8 a.m. ☐ No seguro

5. Si Cherriots ofrecería servicio el **sábado**, ¿qué tan **tarde** debería correr?

- ☐ 9 p.m. ☐ 10 p.m.  
☐ 11 p.m. ☐ No seguro

## DOMINGOS

6. ¿Qué tipo de viajes usaría el autobús para los **domingos** si Cherriots ofrecería servicio de los sábados? Marque todo lo que corresponda.

- ☐ Ir a / desde el trabajo  
☐ Compras ☐ Otros recados familiares / personales  
☐ Escuela/Colegio ☐ Iglesia ☐ Social y recreativo  
☐ Otro ☐ No seguro ☐ Yo no viajaría

7. Si Cherriots ofrecería servicio el **domingo**, ¿qué tan **temprano** debería comenzar?

- ☐ 6 a.m. ☐ 7 a.m.  
☐ 8 a.m. ☐ No seguro

8. Si Cherriots ofrecería servicio el **domingo**, ¿qué tan **tarde** debería correr?

- ☐ 7 p.m. ☐ 8 p.m.  
☐ 9 p.m. ☐ No seguro

## TARDES DE LA SEMANA

9. ¿Qué tipo de viajes usaría el autobús por **las tardes de entre semana** si Cherriots extendió el servicio de lunes a viernes hasta las 10 u 11 pm? Marque todo lo que corresponda.

- ☐ Ir a / desde el trabajo  
☐ Compras ☐ Otros recados familiares / personales  
☐ Escuela/Colegio ☐ Iglesia ☐ Social y recreativo  
☐ Otro ☐ No seguro ☐ Yo no viajaría

10. Si Cherriots ofrecería servicio nocturno más **tarde** los días de la semana, ¿qué tan **tarde** debería correr?

- ☐ Quedar a las 9 p.m. ☐ 10 p.m.  
☐ 11 p.m. ☐ No seguro

PÁGINA DE FLIP PARA MÁS PREGUNTAS →

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

<input type="checkbox"/> Ruta 1X - Wilsonville / Salem	<input type="checkbox"/> Ruta 11 - Lancaster / Verda	<input type="checkbox"/> Ruta 22 - Library Loop
<input type="checkbox"/> Ruta 2 - Market / Brown	<input type="checkbox"/> Ruta 12 - Hayesville	<input type="checkbox"/> Ruta 23 - Lansing / Hawthorne
<input type="checkbox"/> Ruta 2X - Grand Ronde / Salem	<input type="checkbox"/> Ruta 13 - Silverton Road	<input type="checkbox"/> Ruta 24 - State / Lancaster
<input type="checkbox"/> Ruta 3 - Portland Road	<input type="checkbox"/> Ruta 14 - Windsor Island	<input type="checkbox"/> Ruta 30X - Santiam / Salem
<input type="checkbox"/> Ruta 4 - State Street	<input type="checkbox"/> Ruta 16 - Wallace Road	<input type="checkbox"/> Ruta 40X - Polk County / Salem
<input type="checkbox"/> Ruta 5 - Center Street	<input type="checkbox"/> Ruta 17 - Edgewater / Gerth	<input type="checkbox"/> Ruta 50X - Dallas / Salem
<input type="checkbox"/> Ruta 6 - Mission / Fairview Ind.	<input type="checkbox"/> Ruta 18 - 12th / Liberty	<input type="checkbox"/> West Salem Connector
<input type="checkbox"/> Ruta 7 - Mission / Hawthorne	<input type="checkbox"/> Ruta 19 - Broadway / River	<input type="checkbox"/> Polk County Flex
<input type="checkbox"/> Ruta 8 - 12th / Liberty	<input type="checkbox"/> Ruta 20X - N. Marion Co. / Salem	<input type="checkbox"/> Cherriots LIFT
<input type="checkbox"/> Ruta 9 - Cherry / River Road	<input type="checkbox"/> Ruta 21 - South Commercial	<i>(anteriormente CherryLift)</i>
<input type="checkbox"/> Ruta 10X - Woodburn / Salem		<input type="checkbox"/> Cherriots Shop and Ride
		<i>(anteriormente RED Line)</i>

Obtenga más información o realice la encuesta en línea en  
**[Cherriots.org/enhancement](http://Cherriots.org/enhancement)**

2017 NEEDS ASSESSMENT REPORT | 80

# Attachment B. Frontline Employee Survey



## FRONTLINE EMPLOYEE SERVICE IMPROVEMENT SURVEY FOR 2018-2019

*Every year in October or November, the Planning Department will reach out to all frontline employees at Cherriots to get input on how we can improve our services. Frontline employees are those that directly interact with riders, including transit operators and customer service representatives.*

*This year, the ideas we learn from you will not only help guide the planning process for changes in September 2018, but also for January 2019 and May 2019 because of the new funding from the State of Oregon.*

### **HOW CAN WE IMPROVE SERVICE?**

1. What have you heard from riders about how can we improve service for them?

---

---

---

---

---

---

---

---

---

---

---

---

2. What changes can we make to service in order to help set you up for success (e.g. changes to deadhead times)?

---

---

---

---

---

---

---

---

---

---

---

---

FLIP FOR MORE QUESTIONS →

3. With increased funding from the State of Oregon, we will be adding new service in 2019. What are your ideas on how to use the new funding to increase ridership and make service more useful for the community?

---

---

---

---

---

---

---

---

---

---

4. What else, if anything, would you recommend we change about our service?

---

---

---

---

---

---

**ABOUT YOU (Optional)**

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

What is your role?

*In-House Employee*

- ☐ Transit Operator ☐ Operations Supervisor ☐ Customer Service Representative  
☐ Travel Trainer ☐ Outreach Representative (or anyone who conducts outreach) ☐ Receptionist ☐ Other

*Contracted Employee*

- ☐ Transit Operator (MV Transportation) ☐ Road Supervisor / Dispatcher (MV Transportation)  
☐ Transit Host ☐ Security Officer (G4S) ☐ Mobility Assessor (MTM) ☐ Call Center Employee (MTM)

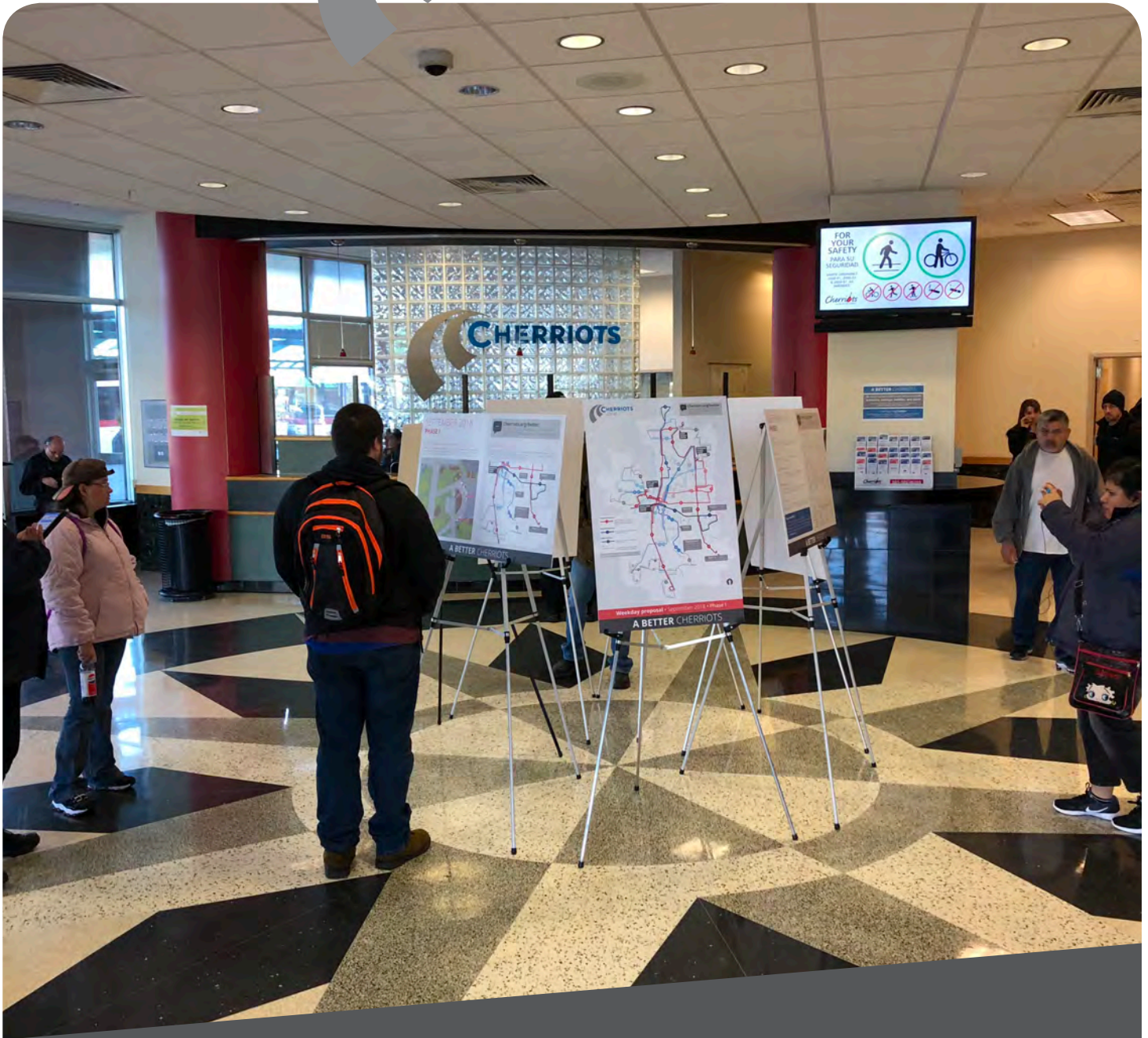
Once complete, you can return your survey to any of the following locations:  
**Operator Ideas and Comments Box, envelopes on buses, dispatch, your supervisor, or interoffice mail to Jolynn Franke.** All surveys will be organized by Jolynn Franke.

If you would rather take the survey online, go to  
**[surveymonkey.com/r/CherriotsFrontline2017](https://surveymonkey.com/r/CherriotsFrontline2017)** (available on Portal).

Surveys are due **Monday, November 27.**

FLIP FOR INITIAL QUESTIONS →





# 2018 PUBLIC ENGAGEMENT REPORT

MARCH 2018





<b>1. Introduction .....</b>	<b>3</b>
1.1 Project overview .....	3
1.2 Overview of proposal .....	3
1.3 Public Engagement Report .....	4
<b>2. What we did .....</b>	<b>5</b>
2.1 Audiences .....	5
2.2 Engagement strategies .....	6
2.3 In-person outreach details .....	7
<b>3. Who we heard from .....</b>	<b>9</b>
3.1 Total responses .....	9
3.2 Where we collected the response .....	9
3.3 How often they ride .....	10
3.4 Where they live .....	11
<b>4. What we heard .....</b>	<b>12</b>
4.1 Overall .....	12
4.2 Phase I – September 2018 .....	12
4.3 Phase II – September 2019 .....	14
4.3.1 Additional Saturday service .....	15
4.3.2 Additional Sunday service .....	15
4.3.3 Additional weekday evening service .....	15
4.3.4 More midday service on Route 1X .....	16
4.3.5 No holiday service on Thanksgiving and Christmas .....	16
<b>5. Next steps .....</b>	<b>17</b>
5.1 Finalization (April 2018) .....	18
5.2 Board review (May 2018) .....	18
5.3 Implementation (June-September 2018) .....	18
5.4 Service enhancement referral (TBD) .....	18
<b>Attachment A. Rider and community survey .....</b>	<b>19</b>
English .....	19
Spanish .....	21

# 1. Introduction

## 1.1 Project overview

With the passage of Oregon House Bill 2017 (HB 2017), Cherriots will be getting more resources in 2019 to provide a major expansion in service and address other longstanding needs.

In November 2017, Cherriots staff conducted a needs assessment. In addition to analyzing shifts in population and travel demand, staff conducted a rider and community survey and a survey of Cherriots frontline employees.

Based on the result of the needs assessment, staff developed a service proposal with proposed changes to service in September 2018 and September 2019.

## 1.2 Overview of proposal

### 1.2.1 Phase I – September 2018

- **Transferring at Chemeketa Community College (CCC):** A new bay on Satter Dr. and rerouting for Routes 3, 12, and 13.
- **Rerouting in SE Salem:** Increasing Route 4 to 30-minute service, extending Route 11 to Marion County Correctional Facility, rerouting Route 7 to 25th, Madrona Avenue, and Fairview Industrial Drive, and eliminating Route 24.

### 1.2.2 Phase II – September 2019

- **Saturdays:** Service on most local and regional routes, and Cherriots LIFT.
- **Sundays:** Service on most local routes and Cherriots LIFT.
- **Later evenings:** Some local routes and Cherriots LIFT would operate later on weekdays, either until 10 p.m. or 11 p.m.
- **More weekday round trips:** Weekday round trips would be added to routes 10X and 40X during peak commute times, and a midday round trip on Route 1X.
- **Holidays:** Bus service and Cherriots LIFT would operate on most holidays. Service levels would vary depending on the holiday.

## 1.3 Public Engagement Report

The service proposal was brought to the public for their input. This report discusses what we did to reach our intended audiences, who we heard from and what we heard from them during the engagement period, as well as next steps in the service planning process.

### What we did

p. 5

### Who we heard from

p. 9

### What we heard

p. 12

### Next steps

p. 17

## 2. What we did

The primary outreach period took place from Tuesday, February 13, through Friday, March 16. Staff produced a print and web version of the service proposal. A feedback form was developed both in print form and online to gather feedback on the proposal. These materials were developed in both English and Spanish.

### 2.1 Audiences

Riders and frontline employees are two of the primary audiences. Additionally, Cherriots reaches out to partners. Partners are external organizations that work with Cherriots to help advance opportunities and conditions for travelers to use alternatives to driving alone. These partners can help get the service proposal in the hands of more community members, which in turn helps Cherriots receive more input. Types of partners include:

- *Civic groups* - Organizations whose official goal is to improve neighborhoods through volunteer work by its members
- *Education* - Education foundations, school districts, middle and high schools, colleges, universities, and student associations
- *Faith community* - Community churches, houses of worship, and leadership foundations
- *Government* - Council of governments, counties, and city governments
- *Latino and other minority groups* - Groups focused on promoting equity and inclusiveness, including business alliances, institutes, and associations
- *Local business* - Small businesses, corporations, hospitals and clinics, business associations, and chambers of commerce
- *Neighborhood associations* - All neighborhood associations in Salem, Keizer, and nearby areas
- *News media and bloggers* - Newspapers, radio stations, and local blogs
- *Social services and nonprofits* - Organizations that provide social services and other services to the community without making a profit
- *Transit agencies* - Neighboring transit agencies that connect with Cherriots service
- *Tribes* - The local tribes in the area are The Confederated Tribes of Grand Ronde and The Confederated Tribes of Siletz Indians

## **2.2 Engagement strategies**

Below is an outline of the engagement strategies staff used to reach the audiences listed above to get feedback on the proposal.

### **2.2.1 Promoting online**

- Email blasts to subscribers and partners
- Social media posts on Facebook, Twitter, Instagram, and LinkedIn
- Project webpage
- Featured item on Cherriots home page linking viewers to project webpage

### **2.2.2 Promoting over the phone**

- Phone queue announcements (customer service)
- Discussions with callers (call center)

### **2.2.3 Promoting on buses**

- Internal bus ads
- Take-one fliers
- Automated onboard announcements

### **2.2.4 Promoting at transit centers**

- Posting in the customer service lobby
- Sandwich boards (DTC, KTC, WSTC, CCC)
- Monitor ads on screens at DTC and KTC

### **2.2.5 Promoting in the community**

- Fliers posted on community bulletin boards and in other strategic locations
- Newspaper ads in local newspapers

### **2.2.6 Inviting the public to events**

- Open houses hosted by Cherriots staff throughout the region

### **2.2.7 Going directly to the public**

- Staffing information tables with print materials and posters
- Presentations at community meetings
- In-person announcements at community meetings

## 2.3 In-person outreach details

Below are more details on scheduled in-person outreach.

### 2.3.1 Open houses

- **Downtown Transit Center** – Tuesday, February 13, 6-8 p.m.
- **Keizer Transit Center** – Thursday, February 15, 6-8 p.m.
- **Roth's West Salem** – Tuesday, February 20, 6-8 p.m.
- **South Salem Senior Center** – Wednesday, February 21, 4-6 p.m.
- **Woodburn Chemeketa Community College** – Thursday, March 1, 1-3 p.m.
- **Stayton Library** – Wednesday, March 7, 6-8 p.m.
- **Western Oregon University** – Tuesday, March 13, 11:30 a.m. – 1:30 p.m.
- **Gates Fire Hall** – Wednesday, March 14, 6-8 p.m.

### 2.3.2 Tabling events

- **Broadway Coffee** – Wednesday, February 21, 9 am. – 12 p.m.
- **CCC Free Speech Table** – Thursday, March 8, 9 a.m.-12 p.m.
- **Center 50+** - Tuesday, March 13, 10 a.m. – 1 p.m.
- **McKay High School Community Town Hall** – Thursday, March 8, 7-8:30 p.m.
- **Downtown Transit Center**
  - Wednesday, February 14, 6:30-8:30 a.m. and 2:30-4:30 p.m.
  - Wednesday, February 21, 8:30-10:30 a.m. and 4:30-6:30 p.m.
  - Wednesday, March 7, 10:30 a.m.-12:30 p.m. and 6:30-8:30 p.m.
  - Wednesday, March 14, 12:30-4:30 p.m.

### 2.3.3 Presentations

- **Employee Transportation Coordinators (ETC) Luncheon** – Thursday, March 1
- **Special Transp. Fund Advisory Committee (STFAC)** – Tuesday, March 6

### 2.3.4 In-person announcements

- **Church as Neighborhood (CaN) Center** – Wednesday, March 7
- **Community Partners of East Salem** – Thursday, February 15
- **Edgewater Partnership** – Wednesday, February 28
- **Emergency Housing Network** – Thursday, March 8
- **Greeters**
  - *Salem Chamber Greeters* – Friday, February 16
  - *Keizer Chamber Greeters* – Tuesday, February 20
- **Latino Business Alliance** – Thursday, March 8
- **Marion County Development Disability Meeting** – Wednesday, March 7
- **Neighborhood Association Meetings in Salem and Keizer**  
*Attended by Board members*



- **North Neighbors** – Wednesday, March 14
- **Salem for Refugees** – Monday, March 5
- **Service Integration Teams**
  - *Santiam Canyon* – Tuesday, February 27
  - *North Salem* – Wednesday, March 7
  - *West Salem* – Friday, March 9
  - *Stayton-Sublimity* – Thursday, March 8
  - *Silverton* – Wednesday, March 7
  - *Woodburn* – Tuesday, March 13
  - *Dallas* – Wednesday, March 7
  - *Independence-Monmouth* – Wednesday, March 14
- **Senior Lifestyles Meeting** – Wednesday, March 14
- **Senior Service Networking** – Wednesday, February 28
- **South Salem Connect** – Wednesday, February 21



Cherriots staff walking riders through the proposal for A Better Cherriots at a tabling event at the Downtown Transit Center.



## 3. Who we heard from

### 3.1 Total responses

In total, **656 riders and community members filled out a feedback form**. This is less than the 2,852 surveys collected during the 2017 needs assessment period. However, that was expected since the estimated time to complete the needs assessment survey was **four minutes** and the estimated time to complete the service proposal feedback form was **eight minutes**.

The primary difference between the needs assessment survey and the feedback form for the service proposal for A Better Cherriots was the needs assessment survey required respondents to simply answer mostly multiple choice questions about what their needs were, and the feedback form required people to review a full service change proposal and give an open-ended response.

### 3.2 Where we collected the response

Outreach was conducted both in person and online. Of those who filled out the feedback form, **19% were in person** and **81% were online**.

There are two likely reasons only 19% of feedback forms were collect in person versus 36% of surveys for the 2017 needs assessment.

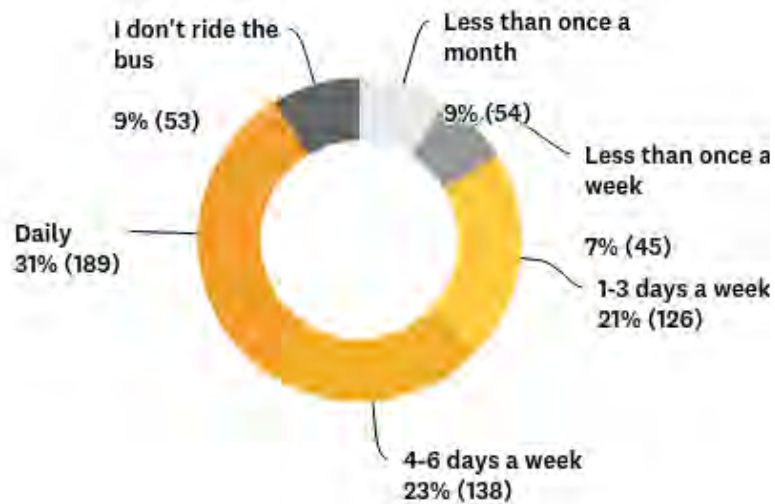
1. Most riders who expressed a positive opinion of the service proposal in person chose not to fill out a feedback form.
2. During the 2017 needs assessment period, staff placed surveys onboard the buses. This strategy was not used during the public engagement period because staff wanted riders and community members to learn about the full proposal before they responded to how they felt about it.

Online riders could take as much time as they needed to read the proposal before filling out their feedback forms, and at in-person events staff were available to walk riders through the proposal. The same would not have been the case onboard buses.

### 3.3 How often they ride

Of those who filled out a feedback form, 75% ride a Cherriots bus at least once a week. About 17% of respondents ride less than once a week. Nine percent of respondents do not ride the bus at all (Figure 3-1).

**Figure 3-1.** How often respondents ride Cherriots

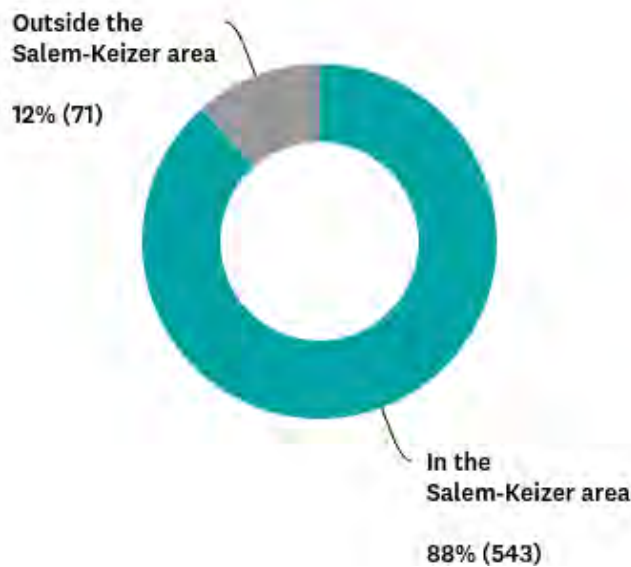


n=605

### 3.4 Where they live

We asked riders where they live to ensure we were hearing not just from those in the Salem-Keizer area, but also those in the rest of Marion and Polk counties. Of those who filled out a feedback form, 88% lived in the Salem-Keizer area and 12% lived outside the Salem-Keizer area (Figure 3-2).

**Figure 3-2.** Where respondents live



n=614

## 4. What we heard

### 4.1 Overall

Respondents generally had a positive attitude about the proposed changes, in particular when it comes to weekend and expanded evening service. However, many (21%) expressed their wish for Phase II to begin in Sept. 2018 when Phase I is slated to go into effect.

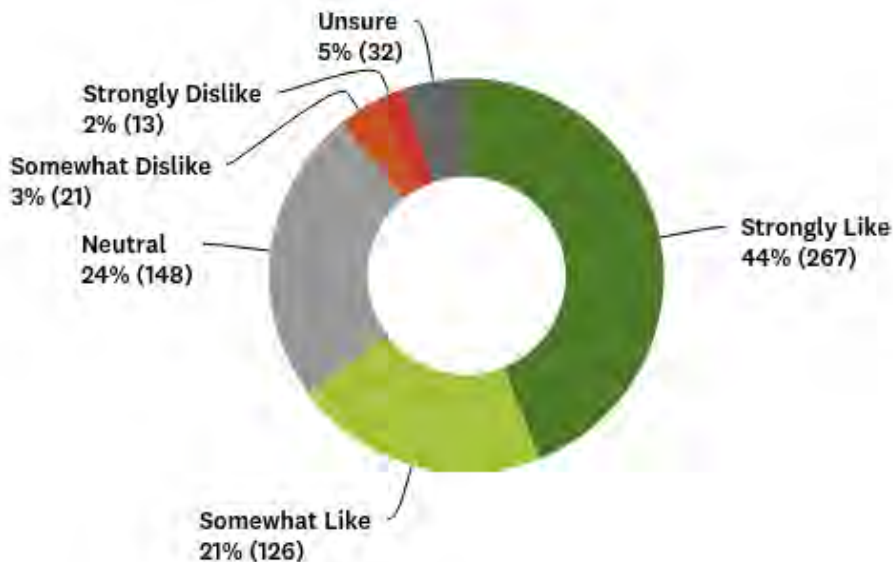
This is not a surprise to staff as it is impossible to understate the overwhelming need for expanded service on weekends and weekday evenings. The unfortunate reality, however, is that funding is not available for expanded service on this level until 2019.

### 4.2 Phase I – September 2018

*Transferring at Chemeketa CC (Rts. 3, 12, 13) and rerouting in SE Salem (Rts. 4, 7, 11, 24)*

Overall, respondents either liked the proposed changes or felt neutral or unsure because the change did not affect routes they rode. Only 5% of riders did not like the proposed changes (Figure 4-1).

**Figure 4-1.** How respondents feel about Phase I (Sept. 2018) of the proposal for A Better Cherriots



n=607

Of those who answered what they would change about the proposal, there are few themes that stood out, as presented on the following page.

#### **4.2.1 Transferring at Chemeketa Community College**

Even though transferring at Chemeketa Community College will become easier with the proposed change, a number of riders expressed a desire to see the buses parked even closer together.

**Staff comments:** There is a clear need for a larger capital project to build a more expansive and robust transit center at Chemeketa Community College.

#### **4.2.2 Walmart/Costco/Ryan Dr and 30-min. inbound service on Mission**

Very few respondents expressed excitement at the prospect of 30-minute outbound service on Fairview Industrial Drive.

Instead, many respondents were upset that there would be no bus service near Walmart on Turner Road, Costco on Hawthorne, and the medical facilities on Ryan Drive. Additionally, respondents continued to express frustration with service on Mission being every 30 minutes in the outbound direction but only every hour in the inbound direction.

**Staff comments:** There is clearly a need for service to Walmart, Costco, and Ryan Drive, as well as 30-minute inbound service on Mission. Although these areas are challenging to serve, staff should prioritize them over expanded service to Fairview Industrial Drive at the moment.

#### **4.2.3 Route 11 access to Houck Middle School, Winco, and Shopko**

Some riders are concerned about Route 11 no longer directly serving Houck Middle School, Winco, and Shopko.

**Staff comments:** Although Route 11 will no longer serve bus stops directly in front of Houck Middle School, Winco, and Shopko, riders will still be able to access all these places via the Route 11 stops at Lancaster @ Rickey. Lancaster and Rickey is a signalized intersection, which will help facilitate safe crossings. The walk to Houck Middle School is less than a half mile (10 minutes) and the walk to Winco and Shopko is around a quarter of a mile (5 minutes).

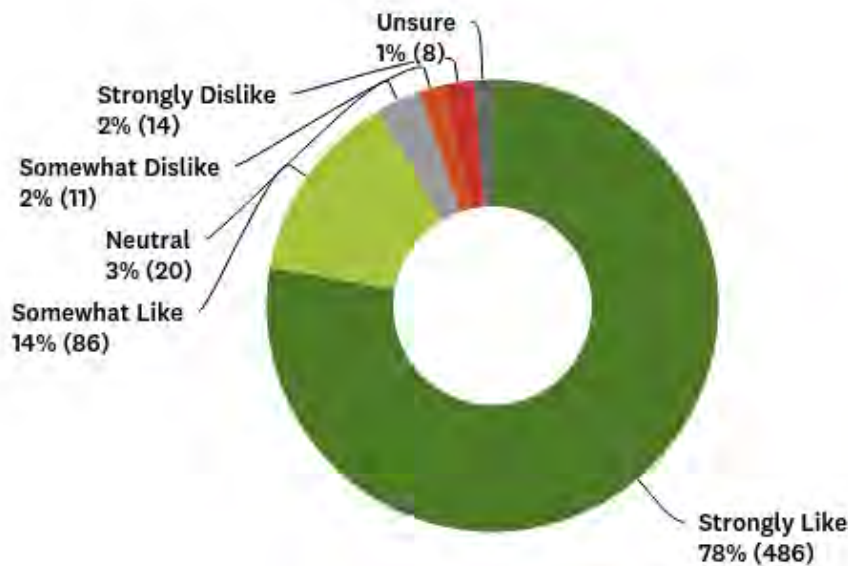
Additionally, riders will still be able to access Houck Middle School, Winco, and Shopko every 30 minutes with the improved Route 4. Riders can transfer from Route 11 to Route 4 (and vice versa) at State and Lancaster if they want to avoid the walk.

## 4.3 Phase II – September 2019

*Saturdays, Sundays, weekday trips, weekday evenings, and holidays*

Opinions of the Phase II proposal were overwhelmingly positive. Unlike opinions of Phase I, only 4% of respondents felt neutral or unsure of the proposal. A commanding **92% of respondents like the Phase II proposal**. Only 4% of respondents had a negative opinion of the proposal (Figure 4-2).

**Figure 4-2.** How respondents feel about Phase II (Sept. 2019) of the proposal for A Better Cherriots



n=625

The positive support for the Phase II proposal is not surprising as it is based on the results of the 2017 Needs Assessment and it represents a major expansion of service with no cuts to current service. However, it is important for Cherriots staff to ensure this is the best use of the new funds.

Based on the open-ended questions asking respondents what they would change about the proposal, on the next page are some themes that emerged.

#### **4.3.1 Additional Saturday service**

There were a number of calls for additional service on Saturday. More than one respondent called for service to run on routes 6, 22, 23, and 27. A few riders want service on Saturdays to run at weekday levels.

**Staff comments:** It would not be possible to run service at weekday levels on Saturdays without abandoning most of the other parts of Phase II (Sundays, weekdays evenings, holidays, etc.). Staff will consider whether other routes should run on Saturday based on available funds and projected ridership.

#### **4.3.2 Additional Sunday service**

There were also calls for additional service on Sundays. More than one respondent called for service to run on routes 6, 9, 14, 22, 23, and 27. There were also a few calls for routes to run more frequently than every hour on Sundays. Route 21 needing 30-minute service was mentioned three times. Routes 2, 8, and 19 were also brought up.

**Staff comments:** Staff will consider whether more routes should run on Sunday based on available funds and projected ridership. We will also consider increased frequency on some routes in the core network on Sundays.

#### **4.3.3 Additional weekday evening service**

A few riders expressed concern about the plan to stagger end times for routes on weekday evenings, as well as the fact that frequency will drop throughout the evenings. In particular, a couple of riders want later service on routes 9 and 10X. Six riders want weekday evening service to extend until midnight instead of 11 p.m.

**Staff comments:** The reason for staggering end times of routes and reducing frequency throughout the evening is to ensure we aren't running empty buses late at night when we could be using those resources to add more Saturday or Sunday service. We want to make sure riders also have a way home late into the night, but do not expect ridership to be high past 9 p.m.

Also, an important clarification is that when we proposed service until 11 p.m. on some routes, we are actually proposing a final downtown pulse of 11 p.m. This means most routes will be going out of service closer to 11:30 p.m.



#### ***4.3.4 More midday service on Route 1X***

Six riders asked for more than one midday trip on Route 1X. Some riders wanted two or three trips spaced evenly throughout the midday. The others were just interested in a new southbound 1X trip leaving Wilsonville sometime between 8:30 and 9 a.m. Currently the last southbound trip of the morning departs at 8:05 a.m., while the last northbound trip departs at 9:05 a.m.

***Staff comments:*** Cherriots staff will work with staff at SMART to determine the best way to have more robust midday service on Route 1X. We will also explore the possibility of having a later morning southbound trip.

#### ***4.3.5 No holiday service on Thanksgiving and Christmas***

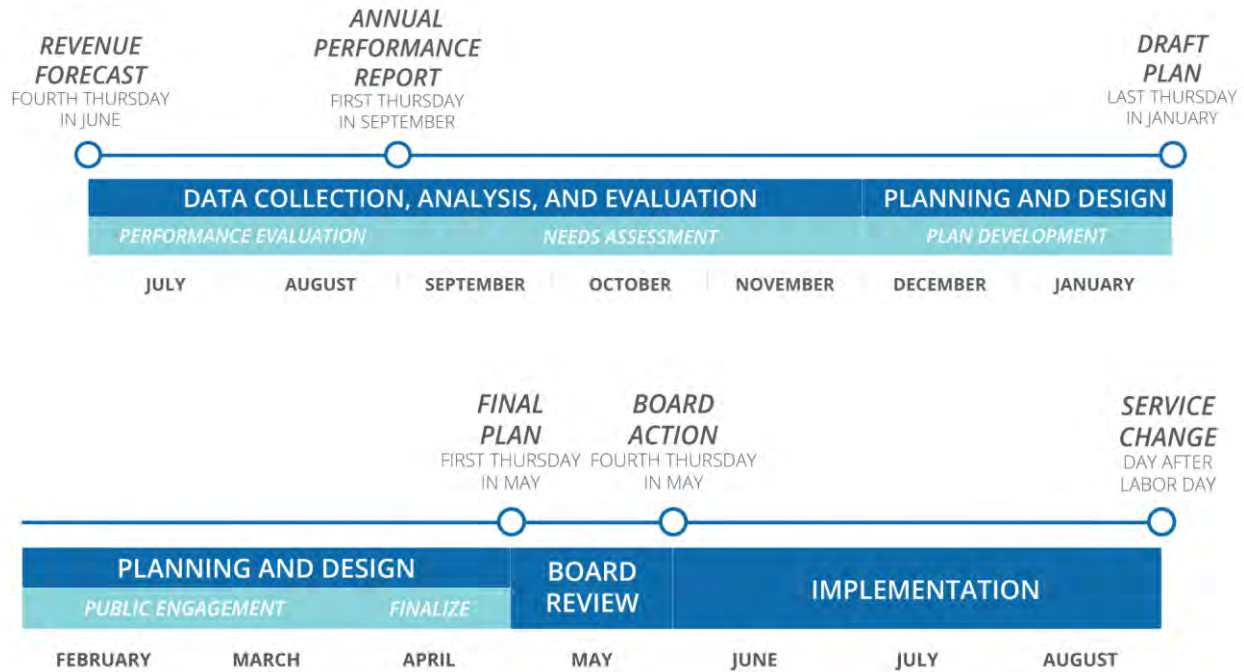
To our surprise, more respondents asked to not have service on particular holidays than those who asked for service. In particular, respondents do not want us operating on Thanksgiving and Christmas. Some referenced operators needing those days off. Others believed no one would ride and it would be a waste of resources.

***Staff comments:*** Staff have not finalized the proposal for holiday service, but the latest draft does not include service on Thanksgiving and Christmas.

## 5. Next steps

Each year Cherriots staff follow the annual service planning process, from initial revenue forecast through implementation of new service. The timeline below summarizes that planning process (Figure 5-1).

**Figure 5-1.** Cherriots service planning process timeline



In a typical year, this process would have only been used to develop a service plan to be implemented in September 2018. However, due to the additional funding from the State of Oregon, this process has also been used to develop a high-level plan for service enhancements in 2019.

### **5.1 Finalization (April 2018)**

The proposed service plan for September 2018 will be modified in April 2018 based on input received during the public engagement period.

### **5.2 Board review (May 2018)**

The Cherriots Board of Directors will review the final September 2018 service plan and equity analysis and take action at the May Board Meeting.

### **5.3 Implementation (June-September 2018)**

If the service plan is approved, internal and external materials will be prepared for the September 2018 service change. New service will go into effect on Tuesday, September 4, 2018.

### **5.4 Service enhancement referral (TBD)**

Once the proposal for service enhancement for September 2019 is finalized and combined with plans for changes to fares, it will be submitted to a still-to-be-formed State Transportation Improvement Fund Advisory Committee (STIFAC).

Staff will work with the STIFAC to create a plan that can be approved by the Cherriots Board of Directors and submitted to the State of Oregon for their approval in late 2018.

# Attachment A. Feedback form

## English



### A BETTER CHERRIOTS – SERVICE PROPOSAL 2018-2019 FEEDBACK FORM

*With the passage of Oregon House Bill 2017 (HB 2017), Cherriots will be getting more resources in 2019 to provide a major expansion in service and address other longstanding needs. We have proposals for service changes in September 2018 and 2019. Please review the proposal at [Cherriots.org/better](http://Cherriots.org/better) and make your voice heard using this form.*

#### Phase I – September 2018

*Transferring at Chemeketa Community College (Rts. 3, 12, 13) and rerouting in SE Salem (Rts. 4, 7, 11, 24)*

1. What are your overall feelings about the Phase I proposal?

☐ Strongly Like   ☐ Somewhat Like   ☐ Neutral   ☐ Somewhat Dislike   ☐ Strongly Dislike   ☐ Unsure

2. What changes, if any, would you make to the Phase I proposal?

---

---

---

---

---

---

---

---

#### Phase II – September 2019

*Saturdays, Sundays, weekday trips, weekday evenings, and holidays*

3. What are your overall feelings about the Phase II proposal?

☐ Strongly Like   ☐ Somewhat Like   ☐ Neutral   ☐ Somewhat Dislike   ☐ Strongly Dislike   ☐ Unsure

4. What changes, if any, would you make to the Phase II proposal?

---

---

---

---

---

---

---

---

FLIP FOR MORE QUESTIONS →

PLEASE HELP US LEARN MORE ABOUT YOU

*These questions are optional to help us learn more about you.*

5. Generally, how often do you ride the bus?

- ☐ Less than once a month ☐ Less than once a week ☐ 1-3 days a week ☐ 4-6 days a week ☐ Daily  
☐ I do not ride the bus

6. What routes or services do you ride? *Check all that apply.*

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Route 1X - Wilsonville / Salem    | <input type="checkbox"/> Route 12 - Hayesville             | <input type="checkbox"/> Route 24 - State / Lancaster      |
| <input type="checkbox"/> Route 2 - Market / Brown          | <input type="checkbox"/> Route 13 - Silverton Road         | <input type="checkbox"/> Route 26 - Orchard Hts / Glen Crk |
| <input type="checkbox"/> Route 3 - Portland Road           | <input type="checkbox"/> Route 14 - Windsor Island         | <input type="checkbox"/> Route 27 - Glen Crk / Eola Dr     |
| <input type="checkbox"/> Route 4 - State Street            | <input type="checkbox"/> Route 16 - Wallace Road           | <input type="checkbox"/> Route 30X - Santiam / Salem       |
| <input type="checkbox"/> Route 5 - Center Street           | <input type="checkbox"/> Route 17 - Edgewater / Gerth      | <input type="checkbox"/> Route 40X - Polk County / Salem   |
| <input type="checkbox"/> Route 6 - Mission / Fairview Ind. | <input type="checkbox"/> Route 18 - 12th / Liberty         | <input type="checkbox"/> Route 50X - Dallas / Salem        |
| <input type="checkbox"/> Route 7 - Mission / Hawthorne     | <input type="checkbox"/> Route 19 - Broadway / River       | <input type="checkbox"/> Polk County Flex                  |
| <input type="checkbox"/> Route 8 - 12th / Liberty          | <input type="checkbox"/> Route 20X - N. Marion Co. / Salem | <input type="checkbox"/> Cherriots LIFT                    |
| <input type="checkbox"/> Route 9 - Cherry / River Road     | <input type="checkbox"/> Route 21 - South Commercial       | <input type="checkbox"/> (formerly CherryLift)             |
| <input type="checkbox"/> Route 10X - Woodburn / Salem      | <input type="checkbox"/> Route 22 - Library Loop           | <input type="checkbox"/> Cherriots Shop and Ride           |
| <input type="checkbox"/> Route 11 - Lancaster / Verda      | <input type="checkbox"/> Route 23 - Lansing / Hawthorne    | <input type="checkbox"/> (formerly RED Line)               |

7. First name: \_\_\_\_\_

8. Last name: \_\_\_\_\_

9. Email: \_\_\_\_\_

10. Phone number: \_\_\_\_\_

11. Where do you live? ☐ In the Salem-Keizer area ☐ Outside the Salem-Keizer area

Once complete, return to  
**Cherriots Customer Service by Friday, March 16.**

Alternatively, fill out the feedback form online at

**Cherriots.org/better**

**FOR ADMIN USE ONLY**

Date Received \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Comment Number \_\_\_\_ ☐ Entered into SurveyMonkey  
☐ Customer service ☐ Event \_\_\_\_\_

FLIP FOR INITIAL QUESTIONS →



## UN MEJOR CHERRIOTS - PROPUESTA DE SERVICIO 2018-2019 FORMULARIO DE RETROALIMENTACIÓN

Con la adopción del Proyecto de Ley de la Cámara de Representantes de Oregón 2017 (HB 2017), Cherriots obtendrá más recursos en el 2019 para brindar una mayor expansión en el servicio y abordar necesidades de larga duración. Tenemos propuestas para cambios en el servicio en septiembre de 2018 y 2019. Revise la propuesta en **[Cherriots.org/better](http://Cherriots.org/better)** y haga que su opinión sea escuchada usando este formulario.

### Fase I: Septiembre de 2018

Transferencia en la Universidad Comunitaria de Chemeketa, (Rutas 3, 12, 13) y desvío en SE Salem (Rutas 4, 7, 11, 24)

1. ¿Qué opina en general acerca de la propuesta de la Fase I?

- ☐ Me gusta mucho   ☐ Me gusta un poco   ☐ Neutral  
☐ Me desagrada un poco   ☐ Me desagrada mucho   ☐ No estoy seguro

2. ¿Qué cambios, si los hubiere, le gustaría hacer a la propuesta de la Fase I?

---

---

---

---

---

---

### Fase II: Septiembre de 2019

Sábados, domingos, viajes de días de semana, noches de días de semana y días festivos

3. ¿Qué opina en general acerca de la propuesta de la Fase II?

- ☐ Me gusta mucho   ☐ Me gusta un poco   ☐ Neutral  
☐ Me desagrada un poco   ☐ Me desagrada mucho   ☐ No estoy seguro

4. ¿Qué cambios, si los hubiere, le gustaría hacer a la propuesta de la Fase II?

---

---

---

---

---

---

VOLTEE LA PÁGINA PARA MÁS PREGUNTAS →

## AYÚDENOS A SABER MÁS SOBRE USTED

*Estas preguntas son opcionales para ayudarnos a saber más sobre usted.*

5. Generalmente, ¿con cuánta frecuencia viaja en bus?

- ☐ Menos de una vez al mes   ☐ Menos de una vez a la semana   ☐ De 1 a 3 días a la semana  
☐ De 4 a 6 días a la semana   ☐ Diariamente   ☐ No viajo en bus

6. ¿En cuáles rutas o servicios viaja? *Marque todas las que aplican.*

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Ruta 1X - Wilsonville / Salem    | <input type="checkbox"/> Ruta 12 - Hayesville             | <input type="checkbox"/> Ruta 24 - State / Lancaster      |
| <input type="checkbox"/> Ruta 2 - Market / Brown          | <input type="checkbox"/> Ruta 13 - Silverton Road         | <input type="checkbox"/> Ruta 26 - Orchard Hts / Glen Crk |
| <input type="checkbox"/> Ruta 3 - Portland Road           | <input type="checkbox"/> Ruta 4 - Windsor Island          | <input type="checkbox"/> Ruta 27 - Glen Crk / Eola Dr     |
| <input type="checkbox"/> Ruta 4 - State Street            | <input type="checkbox"/> Ruta 16 - Wallace Road           | <input type="checkbox"/> Ruta 30X - Santiam / Salem       |
| <input type="checkbox"/> Ruta 5 - Center Street           | <input type="checkbox"/> Ruta 7 - Edgewater / Gerth       | <input type="checkbox"/> Ruta 40X - Polk County / Salem   |
| <input type="checkbox"/> Ruta 6 - Mission / Fairview Ind. | <input type="checkbox"/> Ruta 18 - 12th / Liberty         | <input type="checkbox"/> Ruta 50X - Dallas / Salem        |
| <input type="checkbox"/> Ruta 7 - Mission / Hawthorne     | <input type="checkbox"/> Ruta 19 - Broadway / River       | <input type="checkbox"/> Polk County Flex                 |
| <input type="checkbox"/> Ruta 8 - 12th / Liberty          | <input type="checkbox"/> Ruta 20X - N. Marion Co. / Salem | <input type="checkbox"/> Cherriots LIFT                   |
| <input type="checkbox"/> Ruta 9 - Cherry / River Road     | <input type="checkbox"/> Ruta 21 - South Commercial       | <i>(formerly CherryLift)</i>                              |
| <input type="checkbox"/> Ruta 10X - Woodburn / Salem      | <input type="checkbox"/> Ruta 22 - Library Loop           | <input type="checkbox"/> Cherriots Shop and Ride          |
| <input type="checkbox"/> Ruta 11 - Lancaster / Verda      | <input type="checkbox"/> Ruta 23 - Lansing / Hawthorne    | <i>(formerly RED Line)</i>                                |

7. Primer nombre: \_\_\_\_\_

8. Apellido: \_\_\_\_\_

9. Correo electrónico: \_\_\_\_\_

10. Número de teléfono: \_\_\_\_\_

11. ¿Dónde vive?   ☐ En el área de Salem-Keizer   ☐ Fuera del área de Salem-Keizer

Una vez completo el formulario, devuélvalo a **Servicio al Cliente de Cherriots**  
a más tardar el **viernes 16 de marzo**.

Alternativamente, llene el formulario de retroalimentación en línea en

**[Cherriots.org/better](https://cherriots.org/better)**

### PARA USO DE LA ADMINISTRACIÓN ÚNICAMENTE

Date Received \_\_\_\_ / \_\_\_\_ / \_\_\_\_   Comment Number \_\_\_\_

☐ Entered into SurveyMonkey   ☐ Customer service   ☐ Event \_\_\_\_\_

SIGA PARA MAS PREGUNTAS →





## **Attachment G: Language Assistance Plan**

The following document is a copy of the 2017 SAMTD Language Assistance Plan, which is used to determine how to assist people with Limited English Proficiency (LEP).

## Attachment G.

# Cherriots Language Assistance Plan 2017

This plan describes the process used by SAMTD for conducting a Limited English proficiency (LEP) needs assessment based on the four-factor framework in Section V of the DOT LEP Guidance. The four-factor analysis will allow SAMTD to be in a better position to implement a cost-effective mix of language assistance measures and to target resources appropriately.

**FACTOR 1:** The number or proportion of LEP persons eligible to be served or likely to be encountered by the program or recipient

### **How LEP persons interact with Cherriots**

Many of the LEP persons in the urban and rural areas of the SAMTD service areas use the transit system for daily transportation needs. They also call the Customer Service and Cherriots Call Center phone numbers to get information about transit services, especially schedule information. Two Customer Service representatives and two Call Center employees speak fluent Spanish, and for any other language needed, SAMTD contracts with a telephone language translation service, which can handle most communication needs.

Currently, there are no regular attendees to our Board of Director meetings that could be categorized as LEP persons, but if there was an interest by such a group, SAMTD is prepared to provide translation services for any interested person.

SAMTD translates certain portions of the cherriots.org website into Spanish in order to communicate answers to frequently asked questions.

### **Identification of LEP communities**

The boundary for Cherriots, CherryLift, and the RED Line bus services is the Salem-Keizer Urban Growth Boundary. Cherriots Regional serves the rural communities of Marion and Polk counties and two very small towns in Linn County. In addition to the established district boundary, Cherriots also operates two commuter routes. These commuter routes provide service between the Salem-Keizer area and Wilsonville, and between the Salem-Keizer area and central / western Polk

County.

### **Obtain Census data on the LEP population in the SAMTD service area**

Data was gathered from the 2011-2015 American Community Survey (U.S. Census) 5-Year Estimate for Marion and Polk counties and for the Salem Census County Division (CCD), which approximates the area inside the Salem-Keizer UGB. Since the percentages of average LEP populations for the two counties was within one or two percentage points of the Salem CCD, SAMTD will use the values for the counties as a whole. This will ensure that the regional and local services are treated equally. Table 1 displays the numbers below.

**Table 1.** Data from 2011-2015 American Community Survey for Marion and Polk Counties: Language Spoken at Home by Ability to Speak English for the Population 5 Years Old and Over

Category	Estimate
Total:	443,422
Speaks English “very well”	373,376
Speaks English less than “very well”	35,023
Spanish speaker	29,579
Russian speaker	1,789
Other speakers	3,655
Total for Marion and Polk Counties	408,399
Percent LEP (Marion/Polk Counties)	8.6%

### **Analysis of the data collected from the 2010 Census and the 2011-15 (five year average) American Community Surveys**

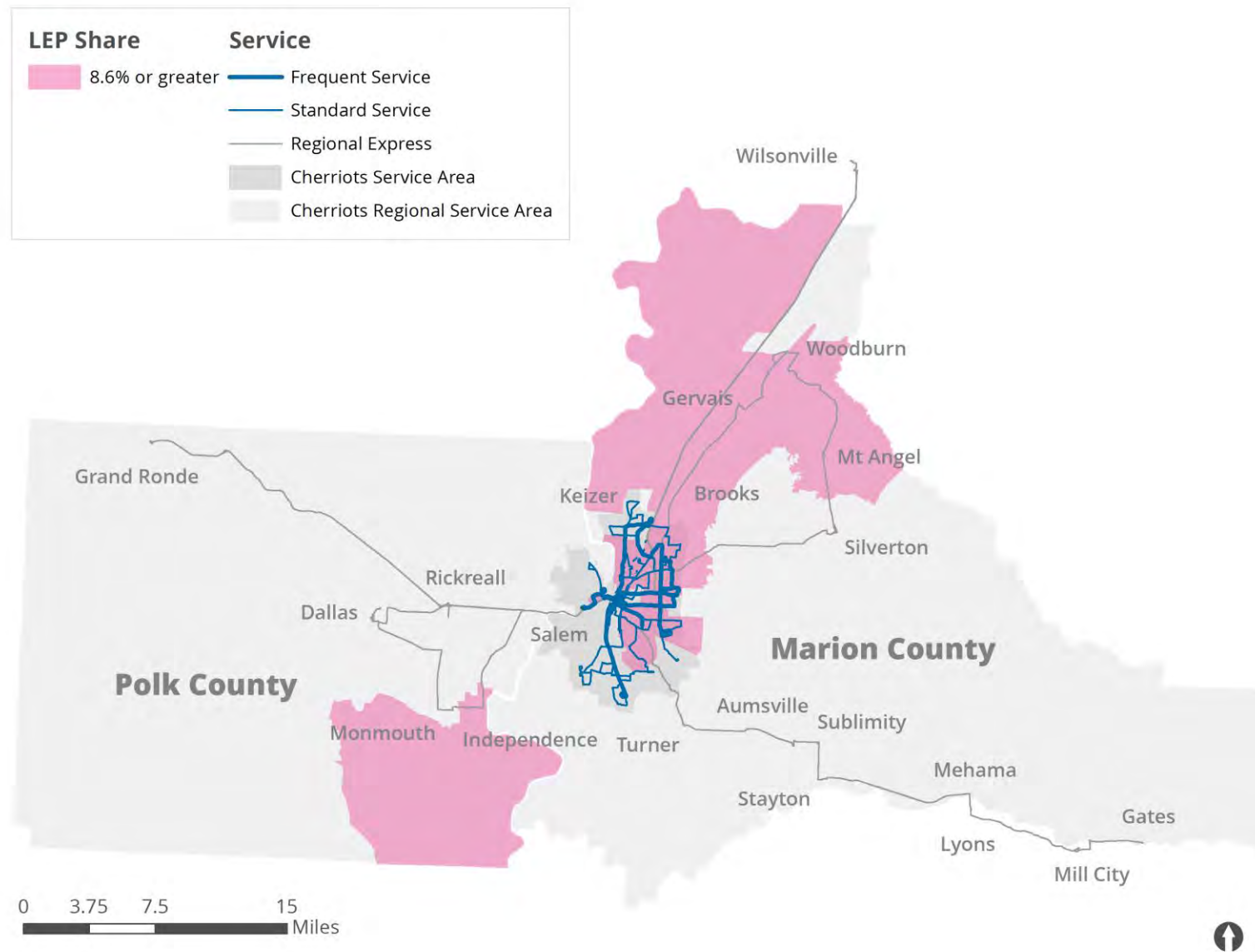
Data provided by the 2011-15 American Community Survey 5-Year Estimate above show that more than 1,000 individuals who speak English less than “very well” reside in Marion and Polk Counties. The majority of these LEP persons speak Spanish, and the second highest LEP are Russian speakers. The LEP safe harbor provision states that if 5% or 1,000 individuals are LEP and live in the transit service area, the District must address these populations with additional language assistance including the publication of the Title VI Notice to the Public in those languages. Cherriots has translated and posted its Title VI Notice to the Public in three languages since June 2014. They are posted in all three languages in the local Cherriots, Cherriots Regional, RED Line, and CherryLift vehicles.

Figures 1 and 2 show the concentration of LEP individuals in relation to the area averages. Figure 1 shows the percentage of population considered LEP by U.S. Census block group for Marion and Polk Counties. Figure 2 displays the Percentage of Population considered LEP by U.S. Census block group within the Salem-Keizer Urban Growth Boundary (UGB). The average LEP population is 8.6 percent for Marion and Polk Counties, together.

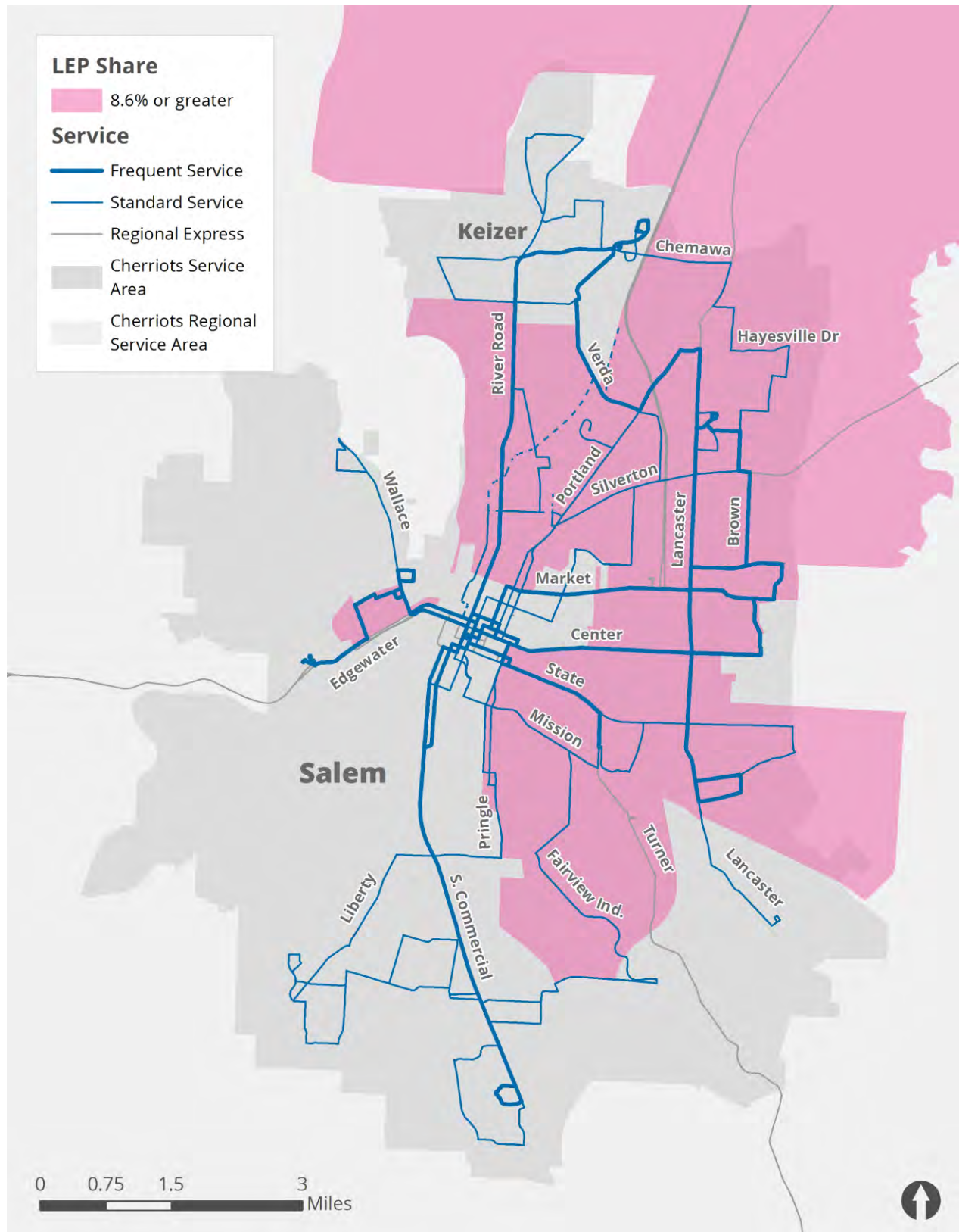
Following the Department of Transportation's and Department of Justice's Safe Harbor Provision for LEP communications, SAMTD has translated its Title VI Policy statement into Russian since June 2014 due to a large population of LEP Russian speakers in the city of Woodburn who speak English less than "very well," and are served by Cherriots Regional buses.

The Safe Harbor Provision stipulates that, "if a recipient provides written translation of vital documents for each eligible LEP language group that constitutes five percent (5%) or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered, then such action will be considered strong evidence of compliance with the recipient's written translation obligations." The Spanish-speaking LEP group is the largest with approximately 30,000 people, and the Russian-speaking LEP group is the second largest at around 1,800 people.

**Figure 1.** U.S. Census Block Groups with Greater than Average Limited English Proficiency (LEP) in Marion and Polk Counties, Oregon Compared to the Average LEP rate for the Two Counties (ACS 2011-15, Table B16002)



**Figure 2.** U.S. Census Block Groups with Greater than Average Limited English Proficiency with Bus Routes and Their Associated Frequencies Indicated (ACS 2011-15, Table B16002)





While specific areas within the Salem-Keizer area have higher residential concentrations of LEP populations, the use of the transit system by LEP populations is not limited to the locations of their homes. Employment, medical services, government offices, and shopping opportunities are widespread throughout the community. Based on this information SAMTD has elected to apply assistance to LEP populations with geographic equity.

### **Compile additional data from state and local sources**

Each school district in the State of Oregon has a responsibility to identify those students who are LEP and whose primary language is other than English in order to provide assistance to these students. Newly registered students and parents complete Home Language Surveys that identify the primary language spoken by the student and his or her family. Data provided by the Oregon Department of Education indicates that in the 2014-2015 school year, 20% of Salem-Keizer School District students are current English Language Learners (ELLs) and 12% were former ELLs. In the Woodburn School District, 38% of students are current ELLs and 33% were former ELLs. The other significant LEP district in the Cherriots service area is the Central School District in Independence, Oregon. The Central School District reported 19% of its students as current ELLs and 12% former ELLs.

Based on a statewide formula, the Salem-Keizer School District receives the largest amount of money for ELL programs in the State of Oregon. The Woodburn and Central School Districts are also two of the highest in the state. Therefore, this confirms that there are significant populations of LEP persons in Marion and Polk Counties. See Appendix A for the English Language Learner Annual Report to the Oregon State Legislature, 2016 update.

### **Determine the literary skills of LEP populations in their native languages**

In order to determine whether translation of documents will be an effective practice, the literacy rates of LEP populations in their native languages must be known. Although specific survey data was not collected in this area, a survey of ELL students is performed by the Salem-Keizer School District each year. According to the document found in Appendix A, a survey in 2011-12 found that around 15% of the student population speaks a different language at home. They very often teach their parents English at home as they progress through the ELL program.

A report from the National Center for Education Statistics in 2003 shows a low

literacy rate of somewhere between 7.3 and 25.5 percent (95<sup>th</sup> percentile accuracy) in Marion County. Polk County had between a 4.5 and 17.6 percent illiteracy rate (95<sup>th</sup> percentile accuracy). These findings are provided in the documents provided in Appendix B.

Data is hard to find, but it appears from the Salem-Keizer School District programs that literacy in the native language is relatively high (97%). Therefore, any translated documents or public outreach materials should be understandable by the LEP populations in Salem and Keizer.

### **Identify whether LEP persons are underserved by SAMTD due to language barriers**

As shown in Figure 2 above, transit services are provided at relatively high frequencies throughout the U.S. Census Block Groups in the Salem-Keizer urbanized area with above average LEP populations. With the language assistance policy in place, especially for those who speak Spanish, SAMTD believes its services are not underserving the LEP populations in the Cherriots service area. It is possible that SAMTD is not serving the Russian speaking LEP population in the City of Woodburn, and staff is proactively trying to reach out to this community to educate them about the Cherriots Regional services available.

Transit services provided by all of the SAMTD brands (Cherriots, Cherriots Regional, CherryLift, and RED Line) are well-represented in areas of the urban and rural areas where LEP populations live. Frequencies of service in these areas is generally higher than in non- LEP areas due to high demands for service in those areas.

## Factor 2: The frequency with which LEP individuals come into contact with SAMTD's programs

### Key Services Provided by SAMTD

SAMTD will survey key program areas and assess major points of contact with the public, such as:

- Fixed route public transportation service
- Purchase of bus passes and tickets through Customer Service agents, outlets, and bus operators; currently, SAMTD does not sell tickets or passes via the cherriots.org website, over the phone, or via ticket vending machines
- Commuter service
- Complementary paratransit service
- Travel training
- Cherriots Trip Choice / transportation options
- Participation in public meetings
- Ridership surveys
- Operator surveys

Based on current information provided by transit operators and Customer Service staff the only language other than English that is frequently encountered is Spanish. Very limited encounters occur with individuals that speak only Russian or Vietnamese with these encounters being less than 0.5% for each language.

SAMTD continues to work with local groups within the Spanish speaking community to ensure that program information, program changes, and concerns of the community are clearly communicated. These groups include Mano y Mano and Voz Hispánica. Online surveys in Spanish have also been used to gather input from the Spanish speaking community in the Salem-Keizer area. Even though Russian was identified in 2014 as a common LEP language in the City of Woodburn, not many people are using SAMTD services. The District will continue to outreach to the Russian community in Salem and Woodburn to ensure they are included in public input. To date, a representative organization has not been identified that could assist the District with its outreach efforts to the Russian speaking public. Input from these community organizations and others is critical in maintaining information on how frequently services provided by SAMTD are used by LEP individuals.

## Effective Use of Input from Community Groups and LEP Focus Groups

SAMTD will use the following guidance and steps to evaluate specific community group's relevance as a resource for input from various LEP populations.

### 1. Questions to ask community groups serving LEP persons

The DOT LEP Guidance states that the nature of language assistance an agency provides should be based in part on the number and proportion of LEP persons served by the recipient, the frequency of contact between the recipient and the LEP population, and the importance of the service provided by the recipient to the LEP population.

In order to better analyze these factors, transit agencies are encouraged to consult with community organizations serving LEP persons and ask some or all of the following questions:

- What geographic area does your agency serve?
- How many people does your agency provide services to?
- Has the size of the population you serve increased, stayed the same, or decreased over the past five years?
- What are the countries of origin from which your population has immigrated?
- Does your population come from an urban or rural background?
- What are the languages spoken by the population you serve?
- What is the age and gender of your population?
- What is the education and literacy level of the population you serve?
- What needs or expectations for public services has this population expressed?
- Has the population inquired about how to access public transportation or expressed a need for public transportation service?
- What are the most frequently traveled destinations?
- Are there locations that the population has expressed difficulty accessing via the public transportation system?
- Do the transit needs and travel patterns of the population vary depending on the age or gender of the population members?
- What is the best way to obtain input from the population?
- Who would the population trust most in delivering language appropriate messages?

## 2. LEP survey/focus group questions

Transit agencies implementing the four-factor analysis described in the DOT LEP Guidance are encouraged to consult directly with LEP persons to determine how frequently these persons use the agency's service and the importance of the service to LEP persons.

Section II of this handbook recommends that agencies gather input from LEP persons using focus groups and surveys. Agencies using these methods should consider asking some or all of the following questions:

- Do you use public transportation?

If a person answers "yes," ask the following questions:

- How often do you use public transportation?
- What kinds of public transportation do you use— Cherriots buses, CherryLift service, Cherriots Regional buses, other buses?
- When do you use public transportation? For what purpose?
- Are you satisfied with the transportation you use?
- Do you have any suggestions how the people who run the transportation services could improve it to make it work better for you? Please be as specific as you can.

If a person answers "no" to the first question, ask the following questions:

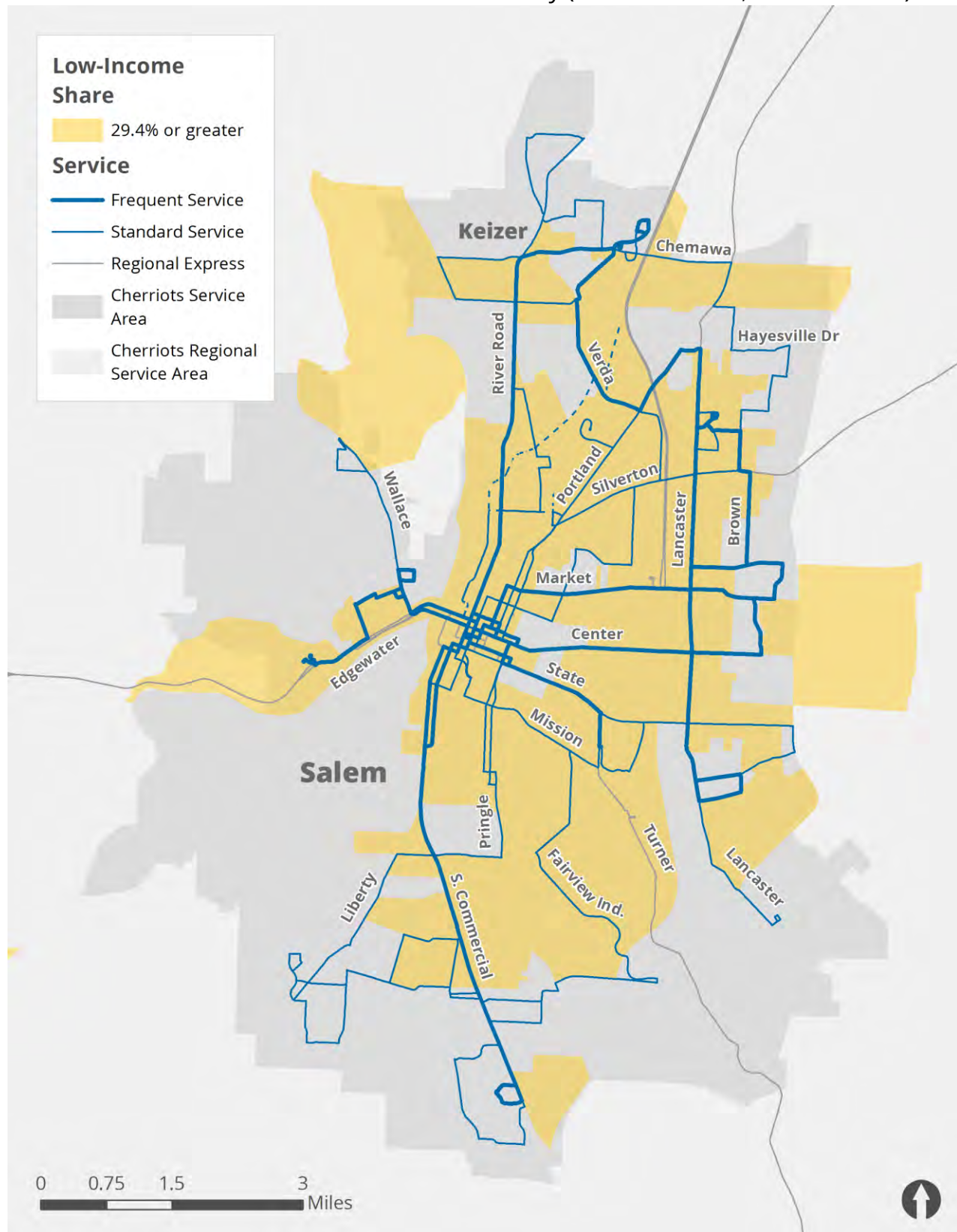
- How do you travel if you have to go somewhere in your area?
- Would you use public transportation if the trains or buses were set up differently?
- If the person answers "yes," to this question, then ask:
  - Which transit systems would you use?
  - How can the people who run that system improve it to make it work better for you?

When possible, survey or focus group questions should be provided to advocacy groups and other interested organizations so that they may provide feedback on the instrument and offer additional suggestions.

### Factor 3: The nature and importance of the program, activity, or service provided by the program to people's lives

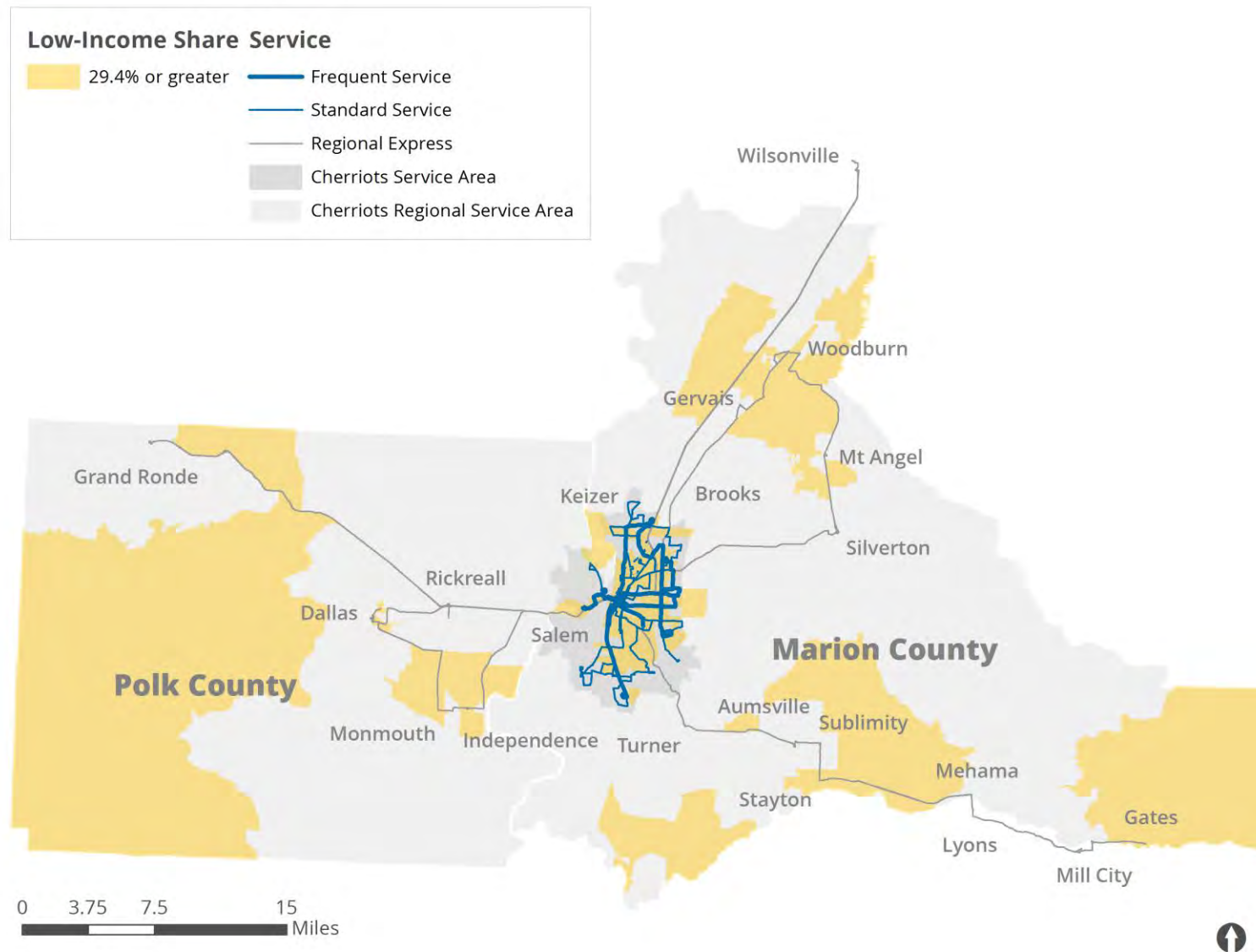
The Salem-Keizer area has a high number (29.4%) of overall households that are below 150% of the Federal Poverty Level (FPL). As shown in Figures 3 and 4 below, a significant number of these households are occupied by individuals with LEP. The availability of public transportation is especially important for these individuals to access employment, medical services, public assistance, and shopping opportunities. For populations that face these socio-economic challenges it is critical that information on the services available, how to use the services, potential changes to services, safety and security notices, and opportunities to be involved in the public participation process be made available in a language and literacy level that is understandable by the majority of individuals dependent on the services offered by Cherriots.

**Figure 3.** U.S. Census Block Groups with Greater than Regional Average Percentages of Population Living Below 150 Percent of the Federal Poverty Level Within the Salem-Keizer Urban Growth Boundary (ACS 2011-2015, Table C17002)





**Figure 4.** U.S. Census Block Groups with Greater than Regional Average Percentages of Population Living Below 150 Percent of the Federal Poverty Level in Marion and Polk Counties (ACS 2011-2015, Table C17002)



## Language Assistance Monitoring Checklist

In order to assure comprehensive coverage of all programs offered by SAMTD, periodic monitoring of language assistance measures that have been implemented can help determine if assistance is being provided competently and effectively. SAMTD will use the following checklist to monitor services. Depending on the language assistance provided, the following questions could be answered by periodic monitoring:

### Stops and Shelters

- \_\_\_ Are translated instructions on how to make fare payments available?
- \_\_\_ Are translated schedules, route maps, or information on how to use the system available?
- \_\_\_ Has the information been placed in a visible location?
- \_\_\_ How many units of the material have been distributed?
- \_\_\_ If such information is available, is Customer Service staff aware that they have this information?
- \_\_\_ Are announcements audible?
- \_\_\_ Are any announcements, such as security awareness announcements, made in languages other than English?
- \_\_\_ Do transit stops and transit centers display information or instructions using pictographs?
- \_\_\_ Can a person who speaks limited English or another language receive assistance from a Customer Service staff member when asking for directions?  
How is this assistance provided?

### Vehicles

- \_\_\_Are translated instructions on how to make fare payments available?
- \_\_\_Are translated schedules, route maps, or information on how to use the system available?
- \_\_\_Has the information been placed in a visible location?
- \_\_\_How many units of the material have been distributed?
- \_\_\_If such information is available, are vehicle operators aware that they have this information?
- \_\_\_Are announcements audible?
- \_\_\_Are any announcements, such as security awareness announcements, made in languages other than English?
- \_\_\_Can a person who speaks limited English or another language receive assistance from a bus operator when asking about the destination of the vehicle? How is this assistance provided?

#### Customer Service

- \_\_\_Is the Customer Service telephone line equipped to handle callers speaking languages other than English?
- \_\_\_Can Customer Service representatives describe to a caller what language assistance the agency provides and how to obtain translated information or oral interpretation?
- \_\_\_Can a person speaking limited English or a language other than English request information from a Customer Service representative?

#### Community Outreach

- \_\_\_Are translators available for community meetings?

\_\_\_Are translated versions of any written materials that are handed out at a meeting provided upon request?

\_\_\_Can members of the public provide oral as well as written comments?

### Press/Public Relations

\_\_\_Are meeting notices, press releases, and public service announcements translated into languages other than English?

\_\_\_Does the agency website have a link to translated information on its home page?

### **Current Communication Methods Used by SAMTD**

SAMTD typically communicates to the public through one or more of the following methods:

- Signs and “take-one” handouts available in vehicles and at the Downtown Transit Center
- Announcements in vehicles and at the Downtown Transit Center
- The Cherriots and Cherriots Trip Choice websites
- Customer service lobby
- Press releases
- Newspaper advertisements
- Announcements and community meetings
- Information tables at local events

## Factor 4: The resources available to SAMTD for LEP outreach, as well as the costs associated with that outreach

Internal considerations and training will focus on:

1. A list of what written and oral language assistance products and methods the district has implemented and how SAMTD staff can obtain those services;
2. Instructions to Customer Service staff and other SAMTD staff who regularly take phone calls from the general public on how to respond to an LEP caller. (Ideally, the call taker will be able to forward the caller to a language line or to an in-house interpreter who can provide assistance);
3. Instructions to Customer Service staff and others who regularly respond to written communication from the public on how to respond to written communication from an LEP person. (Ideally, the SAMTD staff person will be able to forward the correspondence to a translator who can translate the document into English and translate SAMTD's response into the native language);
4. Instructions to vehicle operators, Operations Supervisors, and others who regularly interact with the public on how to respond to an LEP customer;
5. Policies on how SAMTD will ensure the competency of interpreters and translation services. Such policies could include the following provisions:
  - SAMTD will ask the interpreter or translator to demonstrate that he or she can communicate or translate information accurately in both English and the other language;
  - SAMTD will train the interpreter or translator in specialized terms and concepts associated with SAMTD's policies and activities;
  - SAMTD will instruct the interpreter or translator that he or she should not deviate into a role as counselor, legal advisor, or any other role

aside from interpreting or translator;

- SAMTD will ask the interpreter or translator to attest that he or she does not have a conflict of interest on the issues that they would be providing interpretation services.

The current resources utilized include print translation services for all significant languages represented in the area, telephone translation services for all languages that represent the majority of individuals that speak English “less than very well” or “not at all”, and in person translation for public meetings for primary dominant language groups in the area.

In addition to these resources, a limited number of staff are bilingual in English and Spanish. These include Customer Service staff and transit operators.

### **Determine what, if any, additional services are needed to provide meaningful access**

While there are adequate resources for translating phone conversations, print materials, media releases, and translators for public meetings, additional English / Spanish bi-lingual staff would increase the number of staff available for conversations between individuals who speak Spanish and SAMTD staff. Additional training is needed to address the stated area of need.

### **Budgeting for Translation Services and Staff Training**

The SAMTD annual budget always includes an amount for print and telephone translation services as well as the services of interpreters for in-person meetings where LEP individuals may be present. Phone services are provided for a variety of languages, including all significant language groups in the SAMTD service area.

Print translations are also provided by an outside service. While the cost is somewhat high, the volume of translations annually does not support the need for in-house translation staff positions.

Audio messages are completed by staff who are bilingual in English and Spanish.

## **Additional Resources to Sustain Ongoing Development of LEP Program**

Additional resources can be found in Appendix C.



## **Attachment H: Policy 704 Subrecipient monitoring**

The following is a copy of SAMTD Policy #704: "Subrecipient Monitoring."

<b>Policy:</b> Subrecipient Title VI Program Monitoring		<b>Number: 704</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 1 of 3

**704.01 PURPOSE**

The purpose of this policy is to require the District to monitor its Subrecipients' Title VI programs, to provide assistance to these smaller organizations, and to comply with Title VI rules and regulations.

**704.02 APPLICATION**

All matters related to guide the management of monitoring the Title VI Programs of Subrecipients as is required by Federal regulations contained in 49 USC §5307 (c)(1)(i), Title VI of the Civil Rights Act of 1964, 42 USC §2000d et seq, Federal Transit Laws, 49 USC 53, 49 CFR §1.51, and 49 CFR part 21. See FTA circular 4702.1B dated October 1, 2012 for details.

**704.03 DEFINITIONS****A. Recipient**

1. Any public or private entity that receives Federal financial assistance from the Federal Transit Administration (FTA), whether directly from FTA or indirectly through a primary recipient. This term includes Subrecipients, direct recipients, designated recipients, and primary recipients. The term does not include any ultimate beneficiary under any such assistance program.

**B. Subrecipient**

1. An entity that receives Federal financial assistance from FTA through a primary recipient.

<b>Policy:</b> Subrecipient Title VI Program Monitoring		<b>Number: 704</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 2 of 3

**C. Title VI Program**

1. A document developed by an FTA recipient to demonstrate how the recipient is complying with Title VI requirements. Direct and primary recipients must submit their Title VI Programs to FTA every three years. The Title VI Program must be approved by the recipient's board of directors or appropriate governing entity or official(s) responsible for policy decisions prior to submission to FTA.

**D. Transit Provider**

1. Any entity that operates public transportation service, and includes states, local and regional entities, and public and private entities. This term is inclusive of direct recipients, primary recipients, designated recipients, and Subrecipients that provide fixed route public transportation service.

**E. Transit Equity**

1. SAMTD defines Transit Equity as:
  - a. Policies that promote the equitable distribution of burdens and benefits
  - b. Promoting equal access to resources and services
  - c. Engaging transit-dependent riders in meaningful planning and decision-making processes

**704.04 GENERAL RULE**

Subrecipients of Federal funds who are transit providers shall be monitored for compliance with current Title VI regulations. Technical assistance shall be provided to these smaller organizations to ensure

<b>Policy:</b> Subrecipient Title VI Program Monitoring		<b>Number:</b> 704
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 3 of 3

compliance because if the Subrecipient is out of compliance, SAMTD will be out of compliance and therefore ineligible to receive Federal funds. Subrecipients shall be required to submit their Title VI programs to SAMTD every three years or whenever changes or amendments are added by April 30 beginning April 30, 2014. The programs shall address the general reporting requirements noted in Chapter III of FTA circular 4702.1B. SAMTD staff will perform an annual inspection of Subrecipients complaint records and shall be notified if any lawsuit is filed against the Subrecipient that relates to discrimination based on race, color, or national origin. The annual inspection may include a site visit and an inspection of the Subrecipients vehicles, operations centers, customer service areas, etc.

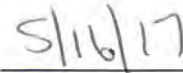
#### 704.05 EXCEPTIONS

There are no exceptions to this policy.

Approved By:



General Manager



Effective Date

# **Attachment I: Subrecipient Title VI documentation**

The following documents are the Title VI Notices to the Public, complaint procedures, and complaint forms for the following non-profit organizations that receive Federal and State grants through SAMTD ("subrecipients"):

1. Garten Services
2. Legacy Silverton Medical Center
3. Salem Health West Valley Hospital

Also included are copies of the Title VI Plans for the following cities, which receive state Special Transportation Fund (STF), state Statewide Transportation Improvement Fund (STIF), and federal Section 5310 grant dollars through SAMTD:

1. City of Silverton
2. City of Woodburn



---

**Subject:**

**Procedure No.: 350A**

**Garten Services, Inc. Title VI Civil Rights Statement & Complaint Procedures**

**Date: 09/21/2018**

---

***Garten Services Respects Civil Rights***

Garten Services, Inc. operates its programs without regard to race, color, religion, sex, sexual orientation, national origin, marital status, age, disability, or income status in accordance with Title VI of the Civil Rights Act, ORS Chapter 659A or other applicable law. For more information, please contact 503-581-1984 or email [HR-MGR@garten.org](mailto:HR-MGR@garten.org). Garten Services is committed to complying with the requirements of Title VI in all of its federally funded programs and activities.

**Garten Services Title VI Statement**

Title VI of the Civil Rights Act of 1964 states: *"No person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance."*

**Making a Title VI complaint** Any person who believes he or she has been aggrieved by an unlawful discriminatory practice under Title VI may file a complaint with Garten Services. Any such complaint must be in writing and filed with Garten Services within 180 days following the date of the alleged discriminatory occurrence. For information on how to file a complaint, contact Garten Services by any of the methods provided below.

**Mail:**

Human Resource Manager  
Garten Services  
500 Hawthorne Ave. SE  
Salem, OR 97301

**Phone, Fax, or Email** Phone 503-581-1984

Fax 503-589-3119

Email: [HR-Mgr@garten.org](mailto:HR-Mgr@garten.org)

Copies of Garten's Title VI notice is located in main and subsidiary offices at 500 Hawthorne Ave, SE and 4472 Industrial Way, NE Salem, OR 97301, on website [www.garten.org](http://www.garten.org), and vehicles

Copia del aviso de Garten título VI está situado en las oficinas principales y subsidiarias 500 Hawthorne Ave. SE and 3334 Industrial Way, NE Salem, OR 97301, en el sitio web [www.garten.org](http://www.garten.org) y vehículos

## **Garten Services Título VI declaración de los derechos civiles**

### ***Garten Servicios de la com los derechos civiles de los aspectos***

Servicios a la comunidad católica opera sus programas sin distinción de raza, color, religión, sexo, orientación sexual, origen nacional, estado civil, edad, discapacidad o estado de ingresos según el título VI de la ley de derechos civiles, ORS Capítulo 659A u otra ley aplicable. Para obtener más información, llame al 503-581-1984 o un correo electrónico a [hrmanager@garten.org](mailto:hrmanager@garten.org). Servicios a la Garten se compromete a cumplir con los requisitos del título VI en todas sus actividades y programas financiados por fondos federales.

### **Garten servicios Título VI declaración**

Título VI de la ley de derechos civiles de 1964 Estados: *"ninguna persona en los Estados Unidos, por motivos de raza, color u origen nacional, excluida de la participación en, ser negada los beneficios de o ser objeto de discriminación bajo cualquier programa o actividad recibiendo asistencia financiera Federal"*.

**Un reclamo de título VI** Cualquier persona que cree que él o ella ha sido agraviada por una práctica discriminatoria ilegal bajo el título VI puede presentar una queja con servicios a la Garten. Cualquier denuncia debe ser por escrito y presentada con servicios a la Garten dentro de los 180 días siguientes a la fecha de la presunta ocurrencia discriminatoria. Para obtener información sobre cómo presentar una queja, comuníquese con servicios a la Garten por cualquiera de los métodos proporcionados por debajo.

#### **Correo Human Resource Manager**

Servicios a la Garten

500 Hawthorne Ave. Se

Salem, OR 97301

**Teléfono, Fax o correo electrónico** Teléfono 503-581-1984

Fax 503-589-3119

Correo electrónico [HR-Mgr@garten.org](mailto:HR-Mgr@garten.org)

Copies of Garten's Title VI notice is located in main and subsidiary offices 500 Hawthorne Ave. Se, and 3334 Industrial Salem, OR 97301, on website [www.garten.org](http://www.garten.org), and vehicles

Copia del aviso de Garten's título VI está situado en las oficinas principales y subsidiarias

OR 97301, en el sitio web [www.garten.org](http://www.garten.org) y vehículos



# Title VI Complaint Form

Tell us how to contact you:

Name: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_ Mobile Phone: \_\_\_\_\_

Best Time to Call (if additional information is needed): \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Date of Alleged Incident: \_\_\_\_\_

Were you discriminated against because of:

- ☐ Race
- ☐ National Origin
- ☐ Marital Status
- ☐ Sex
- ☐ Sexual Orientation
- ☐ Religion
- ☐ Color
- ☐ Age
- ☐ Disability
- ☐ Income Status
- ☐ Marital Status
- ☐ Other \_\_\_\_\_

Please explain as clearly as possible what happened and how you were discriminated against.

Indicate who was involved. Be sure to include as much detail as possible including names and contact information of witnesses. (Use back if more space is needed for explanation)

---

---

---

---

---

Have you filed this complain with any other federal, state or local agency?

- ☐ Federal Agency
- ☐ State Agency
- ☐ Local Agency

If you have filed a complaint, please provide information about a contact person at the agency where the complaint was filed.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State & Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Please sign below. You may attach any written materials or other information that you think is relevant to your complaint.

\_\_\_\_\_/\_\_\_\_\_  
Signature Date

This form may be taken to the main office located at 500 Hawthorne Ave. SE Salem, OR 97301 or it may be mailed to: 500 Hawthorne Ave, SE. Salem, OR 97301 Attn: Human Resource Manager

# **GARTEN SERVICES**

## **Title VI Complaint Procedure**

Any person who believes that he or she, individually, or as a member of any specific class of persons, has been subjected to discrimination on the basis of race, color or national origin may file a written complaint with Garten Services, 500 Hawthorne Ave. SE, Salem, Oregon 97301.

Complainants have the right to complain directly to the appropriate agency. Every effort will be made to obtain early resolution of complaints. The option of informal meeting(s) between the affected parties and the HR Manager may be utilized for resolutions. The HR Manager will notify the Fleet and Maintenance Manager and all other applicable parties of all Title VI related complaints as well as all resolutions.

### **PROCEDURE**

1. The complaint must meet the following requirements:

a. Complaint shall be in writing and signed by the complainant(s). In cases where Complainant is unable or incapable of providing a written statement, as verbal complaint may be made. The HR Manager or designee will interview the Complainant and assist the person in converting verbal complaints to writing. All complaints must, however, be signed by the Complainant or his/her representative.

b. Include the date of the alleged act of discrimination, date when the Complainant became aware of the alleged act of discrimination: or the date on which the conduct was discontinued or the latest instance of conduct.

c. Present a detailed description of the issues, including names and job titles of those individuals perceived as parties in the complaint.

d. Federal and state law requires complaints be filed within 180 calendar days of the alleged incident.

2. Upon receipt of the complaint, the HR Manager will determine its jurisdiction, acceptability, need for additional information.

3. The complainant will be provided with a written acknowledgement that Garten Services, Inc. has either accepted or rejected the complaint.

4. A complaint must meet the following criteria for acceptance:

a. The Complaint must be filed within 180 days of the alleged occurrence.

b. The allegation must involve a covered basis such as race, color or national origin.

c. The allegation must involve Garten Services of a Federal aid recipient, sub-recipient or contractor.

5. A complaint may be dismissed for the following reasons:

a. The Complainant requests the withdrawal of the complaint.

b. The Complainant fails to respond to repeated requests for additional information needed to process the complaint.

c. The Complainant cannot be located after reasonable attempts.

6. Once Garten Services's —decides to accept the complaint for investigation, the Complainant will be notified in writing of such determination. The complaint will receive a case number and will be logged in a database identifying: Complainants name, basis, alleged harm, race color and national origin of the Complainant.

7. In cases where Garten Service's HR Manager assumes the investigation of the complaint, within 90 calendar days of the acceptance of the complaint, Garten Services's HR Manager will prepare an investigative report for review by the CEO or his/her designee. The report shall include a narrative description of the incident, indemnification of persons interviewed, findings and recommendations for disposition.

8. The investigative report and its finding will be reviewed by the CEO of Garten Services and in some cases by Garten Service's Legal Counsel. The report will be modified as needed.

9. The CEO/Legal Counsel will make a determination on the disposition of the complaint. Dispositions will be stated as follows: In the event Garten Services is in noncompliance with Title VI regulation remedial actions will be listed.

10. Notice of determination will be mailed to the Complainant. Notices shall include information regarding appeal rights of Complainant and instruction for initiating such and appeal. Notice of appeals are as follows:

- a. Garten Services will reconsider this determination, if new facts come to light.
- b. If Complainant is dissatisfied with the determination and/or resolution set forth by Garten Services, the same complaint may be submitted to the FTA for investigation.

Complainant will be advised to contact:

Federal Transit Administration Office of Civil Rights, Attn:  
Title VI Program Coordinator,  
East Building 5th Floor – TCR  
1200 New Jersey Ave. SE,  
Washington, D.C. 20590,  
Telephone 202-366-4018.

11. A copy of the complaint and Garten Service's investigation report/letter of finding and Final Remedial Action Plan, if appropriate will be issued to FTA within 120 days of the receipt of the complaint.

12. A summary of the complaint and its resolution will be included as part of the Title VI updates to the FTA.

#### RECORDKEEPING REQUIREMENT

The HR Manager will ensure that all records relating to Garten Service's Title VI Complaint Process are maintained with department records. Records will be available for compliance review audits.

# **PUBLIC PARTICIPATION PLAN / LEP**

## **LIMITED ENGLISH PROFICIENCY (LEP) PLAN**

Garten Services is committed to breaking down language barriers by implementing consistent standards of language assistance across its service area.

### **BACKGROUND**

#### **Historic Data**

The United States is home to millions of national origin minority individuals who are LEP.

That is, their primary language is not English and they cannot speak, read, write, or understand the English language at a level that permits them to interact effectively with recipients of Federal financial assistance.

Because of language, differences and the inability to effectively speak or understand English, persons with LEP may be subject to exclusion from programs or activities, experience delays or denials of services. These individuals may be entitled to language assistance with respect to a particular type of service. The federal government and those receiving assistance from the federal government must take reasonable steps to ensure that LEP persons have meaningful access to the programs, services, and information those entities provide. This will require agencies to establish creative solutions to address the needs of this ever-growing population of individuals, for whom English is not their primary language.

#### **Census Data**

According to the 2000 Census City Data for Marion, Yamhill, and Polk County, English is spoken in average of 68.7%, while 24.3% represents Spanish speaking culture and another 1.7% represents other cultural languages.

### **FACTORS& ANALYSIS**

**Factor No. 1:** The nature and importance of service provided by Garten Services:

Garten Services provides important transit services to the public through its para-transit routes.

**Factor No. 2:** The number or proportion of LEP persons in the service area.

Garten Services provides services in Marion, Polk, Lane and Yamhill County.

The vast majority of the population with which we do business (individuals wishing to ride transit) is proficient in English, so that LEP services are not normally required. No information was available regarding the percentage of bilingual residents of the counties.

**Factor No. 3.** The frequency with which LEP individuals come into contact with the service.

All contacts with Garten Services are made through staffs that help administer programs for operations. LEP persons served have served have the ability to come into contact with services via care providers. GartenServices employee bi-lingual staffs who can provide translate assistance for persons via in person or over the phone for approximately 5-10x a day. There is currently no tracking availability at this time, along with zero data to inventory calls needing translation services.

**Factor No. 4.** Garten Services will ensure the availability of resources to the recipient of the federal funds to assure meaningful access to the service by LEP persons.

Garten Services current in-house language capabilities are Spanish and English. Experienced staff is fluent in these languages. They have agreed to serve as interpreters as needed on those occasions when a person with limited English proficiency uses the transit vehicles. Garten Services recognizes the need to have language services in other languages besides Spanish. Garten Services will be working with community partners to implement additional translation assistance through paid interpreters, especially in ASL.

### **IMPLEMENTATION PLAN**

Garten Services is about to implement its plan and will review it annually, including any contacts with the LEP persons to determine the frequency of contacts, the language used, and how the contacts were handled. We

identify LEP persons in the service area by services provided in the community, ridership, telephone contact counts, neighborhood demographics, general awareness surveys and board surveys. The Community Employment department for Garten Services, along with Human Resource personal will assist in translation services.

Garten Services Title VI policy and a Complaint Form will be available once the contract begins on our website. If there is a service change, we will produce media content in Spanish and in English. In order to comply with 49 CFR 21.9(d), Link Transit and its sub recipients must provide information to beneficiaries regarding their Title VI obligations and inform beneficiaries of the protections against discrimination afforded them by Title VI. Garten Services has established a statement of rights and a policy statement.

### **NOTIFYING BENEFICIARIES OF THEIR RIGHTS UNDER TITLE VI**

1. Garten Services website will include our Title VI policy and complaint form. The website will also state: Garten Services does not discriminate on the basis of race, color or national origin. Garten Services no discrimina en base de raza, color o origen nacional.

2. Our Title VI policy and complaint form are also posted in our main office of operations located at 500 Hawthorne Ave. SE Salem, OR 97301. Individuals who believe they have been discriminated against may request a complaint form from reception at this location.

### **INCLUSIVE PUBLIC PARTICIPATION**

Community Outreach is a requirement of Title VI. Recipients and sub recipients shall seek out and consider the viewpoints of minority and low-income populations in the course of conducting public outreach. Recipients have wide latitude to determine what specific measures are most appropriate and should make this determination based on the composition of the affected population and include public involvement in process design.

1. Public Meetings -When new service is proposed information is disseminated to the neighborhoods affected and public meetings are scheduled.

2. Travel Training Class– Garten Services Community Employment Department will have a travel training program developed by January 2019 to reach out to individuals with disabilities seeking employment and community activities. Travel Training classes are ongoing as well as outreach to these populations.

3. Customer Complaint Process- Citizens may call Garten Services at 503-581-1984 to lodge a complaint or comment. All complaints/comments will be inputted into a database. The Human Resource Manager will then review the complaints / comments and responds back to the citizen.

4. Bilingual Outreach– Garten Services will provide Spanish-speaking guests with information on public transit services in Spanish.

### **TITLE VI COMPLAINT PROCEDURES**

Any person who believes that he or she, individually, or as a member of any specific class of persons, has been subjected to discrimination on the basis of race, color or national origin may file a written complaint with Garten Services, 500 Hawthorne Ave., SE., Salem, Oregon 97301.

Complainants have the right to complain directly to the appropriate agency. Every effort will be made to obtain early resolution of complaints. The option of informal meeting(s) between the affected parties and the HR Manager may be utilized for resolutions. The HR Manager will notify CEO, Maintenance and Fleet Manager and all other applicable parties of all Title VI related complaints as well as all resolutions.

### **PROCEDURE**

1. The complaint must meet the following requirements:

a. Complaint shall be in writing and signed by the complainant(s). In cases where Complainant

is unable or incapable of providing a written statement, as verbal complaint may be made. The HR Manager or designee will interview the Complainant and assist the person in converting verbal complaints to writing. All complaints must, however, be signed by the Complainant or his/her representative.

b. Include the date of the alleged act of discrimination, date when the Complainant became aware of the alleged act of discrimination: or the date on which the conduct was discontinued or the latest instance of conduct.

c. Present a detailed description of the issues, including names and job titles of those individuals perceived as parties in the complaint.

d. Federal and state law requires complaints be filed within 180 calendar days of the alleged incident.

2. Upon receipt of the complaint, the HR Manager will determine its jurisdiction, acceptability, need for additional information.

3. The complainant will be provided with a written acknowledgement that Garten Services has either accepted or rejected the complaint.

4. A complaint must meet the following criteria for acceptance:

a. The Complaint must be filed within 180 days of the alleged occurrence.

b. The allegation must involve a covered basis such as race, color or national origin.

c. The allegation must involve Garten Services service of a Federal aid recipient, sub-recipient or contractor.

5. A complaint may be dismissed for the following reasons:

a. The Complainant requests the withdrawal of the complaint.

b. The Complainant fails to respond to repeated requests for additional information needed to process the complaint.

c. The Complainant cannot be located after reasonable attempts.

6. Once Garten Service's —decides to accept the complaint for investigation, the Complainant will be notified in writing of such determination. The complaint will receive a case number and will be logged in a database identifying: Complainants name, basis, alleged harm, race color and national origin of the Complainant.

7. In cases where Garten Service's HR Manager assumes the investigation of the complaint, within 90 calendar days of the acceptance of the complaint, Garten Service's HR Manager will prepare an investigative report for review by the CEO or his/her designee. The report shall include a narrative description of the incident, indemnification of persons interviewed, findings and recommendations for disposition.

8. The investigative report and its finding will be reviewed by the CEO of Garten Services and in some cases by Garten Service's Legal Counsel. The report will be modified as needed.

9. The General Manager/Legal Counsel will make a determination on the disposition of the complaint. Dispositions will be stated as follows: In the event Garten Services is in noncompliance with Title VI regulation remedial actions will be listed.

10. Notice of determination will be mailed to the Complainant. Notices shall include information regarding appeal rights of Complainant and instruction for initiating such and appeal.

Notice of appeals are as follows:

a. Garten Services will reconsider this determination, if new facts come to light.

b. If Complainant is dissatisfied with the determination and/or resolution set forth by Garten Services, the same complaint may be submitted to the FTA for investigation.

Complainant will be advised to contact:

Federal Transit Administration Office of Civil Rights,

Attn: Title VI Program Coordinator,

East Building 5th Floor – TCR

1200 New Jersey Ave. SE,

Washington, D.C. 20590,

Telephone 202-366-4018.

11. A copy of the complaint and Garten Service's investigation report/letter of finding and Final Remedial Action Plan, if appropriate will be issued to FTA within 120 days of the receipt of the complaint.

12. A summary of the complaint and its resolution will be included as part of the Title VI updates to the FTA.

#### RECORDKEEPING REQUIREMENT

The HR Manager will ensure that all records relating to Garten Service's Title VI Complaint Process are maintained with department records. Records will be available for compliance review audits.

#### RECORD OF TITLE VI INVESTIGATIONS,

#### COMPLAINTS OR LAWSUITS

To date, there have been no Title VI investigations, complaints or lawsuits.



# Legacy Health

## *Notice of Nondiscrimination and Accessibility*

Legacy complies with applicable Federal civil rights laws and does not discriminate on the basis of age, race, ethnicity, gender, gender identity, religion, sexual orientation, education, veteran status, disability, socioeconomic background or any other attribute.

Patients receive the same level of care and access to services, regardless and irrespective of age, race, ethnicity, gender, gender identity, religion, sexual orientation, education, disability, socioeconomic background or any other attribute.

Patients have the right to be informed regarding their care and treatment in a manner and format tailored to the patient's age, language, and ability to understand. In keeping with Civil Rights laws, the Americans with Disabilities Act and The Joint Commission, Legacy provides for the most effective communication with patients.

Legacy provides free language services to people whose primary language is not English. Interpreter services are available throughout the organization. Legacy provides information to staff on the availability of interpreter services and facilitates the communication needs and requests of patients and families.

Legacy employs Spanish-speaking interpreters at Legacy Good Samaritan and Legacy Emanuel hospitals and clinics and contracts for interpreter services at all Legacy service locations to provide for interpretation of information (verbal or written) in a wide variety of languages and for the hearing impaired. Legacy policy, Interpreters for Hearing Impaired and Non-English-Speaking Patients (100.32), defines processes for accessing interpreters.

Legacy provides free aids and services to people with disabilities to communicate effectively with us, such as:

- Qualified sign language interpreters
- Written information in electronic formats
- TTY phones

Any individual in need of aids or language services can request services from all members of Legacy's workforce.

Any individual who believes that Legacy has failed to provide these services or discriminated in another way on the basis of race, color, national origin, age, disability, gender or gender identity, can file a grievance with the Legacy Compliance department by:

- Calling the compliance hotline at 1-800-820-7478
- Reporting online at <https://www.reportlineweb.com/legacyhealth>
- Emailing [compliancerofficer@lhs.org](mailto:compliancerofficer@lhs.org)



You can also file a civil rights complaint with the U.S. Department of Health and Human Services, Office for Civil Rights, electronically through the Office for Civil Rights Complaint Portal, available at <https://ocrportal.hhs.gov/ocr/portal/lobby.jsf>, or by mail or phone at:

U.S. Department of Health and Human Services  
200 Independence Avenue, SW  
Room 509F, HHH Building  
Washington, D.C. 20201  
1-800-368-1019, 800-537-7697 (TDD)

Complaint forms are available at <http://www.hhs.gov/ocr/office/file/index.html>

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-495-7076.

ማሳሰቢያ: አማርኛ የሚናገሩ ከሆኑ፣ የቋንቋ እገዛ አገልግሎቶች በነጻ ማግኘት ይችላሉ። በ 1-800-495-7076 ይደውሉ።

ملحوظة: إذا كنت تتحدث اذكر اللغة، فإن خدمات المساعدة اللغوية تتوافر لك بالمجان. اتصل برقم 1-800-495-7076

ចំណាប់អារម្មណ៍: បើសិនអ្នកនិយាយភាសាខ្មែរ សេវាជំនួយខាងភាសាឥតគិតថ្លៃ គឺមានសំរាប់អ្នក។ ហៅលេខ 1-800-495-7076។

注意：如果您使用繁體中文，您可以免費獲得語言援助服務。請致電 1-800-495-7076

MEI AUCHEA: Ika iei foosun fonuomw: Foosun Chuuk, iwe en mei tongeni omw kopwe angei aninisin chiakku, ese kamo. Kori 1-800-495-7076

توجه: اگر به زبان فارسی گفتگو می‌نید، تسهیلات زبانی بصورت رایگان برای شما فراهم می‌باشد. یا 1-800-495-7076 تماس بگیرید

留意事項：日本語を話す方には、ご利用いただける無料の言語支援サービスがあります。1-800-495-7076 まで、お電話ください。

주의: 한국어를 사용하시는 경우, 언어 지원 서비스를 무료로 이용하실 수 있습니다. 1-800-495-7076 번으로 전화해 주십시오.

LIEPC HNYOUV JANGX LONGX: Se gorngv meih gorngv bieqc waac-fingz, baeqc henh tengx faan waac bun muangx maiv zuqc faaux funx zinh fei yaac mbenc nzoih liouh tengx meih. Douc waac mingh taux 1-800-495-7076.

ATENȚIE: Dacă vorbiți limba română, vă stau la dispoziție servicii de asistență lingvistică, gratuit. Sunați la 1-800-495-7076.

ВНИМАНИЕ: Если вы говорите на русском языке, то вам доступны бесплатные услуги перевода. Звоните 1-800-495-7076

OGOOW: Haddii aad ku hadasho Soomaali (Somali), adeegyada taageerada luuqadda, oo bilaash ah, ayaad heli kartaa. Wac 1-800-495-7076.

УВАГА: Якщо ви говорите українською, для вас доступні безкоштовні мовні послуги. Зателефонуйте за номером 1-800-495-7076.

CHÚ Ý: Nếu bạn nói Tiếng Việt, có các dịch vụ hỗ trợ ngôn ngữ miễn phí dành cho bạn. Gọi số 1-800-495-7076

## Patient Rights and Responsibilities Administrative House Wide Policy

Applicable Campus	Department Name	Approval Authority
Salem Health & West Valley Hospital	Administration	Director of Service Excellence
Final Approval Date	Effective Date	Next Review Date
12/2018 SH 12/2018 WVH	01/2019 SH 01/2019 WVH	12/2021 SH 12/2021 WVH
List Stakeholders Position or Committee	Document Status	Date of Approval
SH Service Excellence Director	Reviewed	10/2018
SH Accreditation Services Manager	Reviewed	10/2018
WVH Administrator	Reviewed	12/2018
WVH PI/Risk Coordinator	Reviewed	12/2018
WVH MCA	Reviewed	12/2018

**Describe briefly the most recent revision made to this policy, procedure or protocol & why:**

Review

**Purpose/Policy Statement:**

To assure the patient and patient representatives are informed of their rights and to recognize and respect each patient's individuality and dignity. To identify the means by which patients, patient representatives and their families may report concerns about care, services and safety at Salem and West Valley Hospitals.

### Policy Content

Salem Health is committed to caring for the patient as one of our family. Staff will encourage patients and their loved ones to join us as active members of their patient care team. Together, staff will support the patient's physical, cultural, spiritual and emotional needs. We want to honor what makes patients unique, while offering patients the care they deserve and promote their healing.

Staff will observe the following Patient Rights for each patient entrusted to their care.

Professional care:

- To respect for the patient's cultural, social, spiritual and personal values; beliefs; and preferences.
- To provide a safe and private environment, free of abuse or neglect.
- To privacy of patient's body and dignity.
- To participate in clinical research or training programs of the patient's own free will or decline involvement at any time.
- To receive care without discrimination based on:
  - Race, color, national origin, ethnicity, religion, cultural and spiritual values
  - Language
  - Physical or mental disability
  - Social or economic status, source of payment
  - Marital status, age, gender, gender identity or expression, and sexual orientation
- To be informed of the hospital rules that apply to Salem Health employees.

Be involved in care decisions:

- To free, correct and on time access to qualified language interpreters and American Sign Language (in person, by telephone or through video relay). To receive free aids and services for your disability to be able to communicate well.

- To know the names, professional titles and jobs of the people who are taking care of the patient.
- To involve the patient in making decisions about their care.

Patient loved ones may also help in care decisions, if the patient wishes.

• To receive correct information in a way that the patient can understand. With this information, the patient can make decisions about their care. This includes information about:

- Patient diagnosis
- Care options
- Risks of a treatment or procedure
- Outcomes of care, including outcomes that were not expected
- The cost of care

• To ask for more information before the patient decides to agree to or decline any procedure or treatment, except in emergencies. If the patient has a physical or mental disability, or just don't understand something, we can offer the patient help so they can make informed health care decisions.

Treatment:

- To refuse treatment at any time, if allowed by law. If the patient refuses care, we will explain the possible medical consequences of the patient's decision.
- To be checked and treated for pain.
- To be free from restraints and seclusion of any form unless needed to keep the patient safe.
- To request a second opinion from another doctor at the patient's own expense.
- To complete or update an advance directive. An advance directive will tell the patient's health care team or family members about the care the patient does or does not want to receive, in case the patient becomes unable to express their wishes. This may include the patient's wishes for organ and tissue donation. Patients have the right to have those decisions respected.
- To choose another person to make health care decisions for the patient (if allowed by law). The patient may remove, add or change people at any time.

Confidentiality and privacy:

- To expect privacy of the patient's health information.
- To understand how patient health information is shared for purposes of treatment, payment or health care operations.
- To see or get a copy of their medical record.
- To ask to change wrong information or add information to the patient medical record if the patient thinks it is missing.
- To have information in the patient medical record explained to them.

Support while in care:

- To have a family member or a person of the patient's choice (including the patient's own doctor) informed promptly when patients are admitted to the hospital.
- To have someone stay with the patient (such as their spouse, domestic partner or another family member or a friend). The hospital will not deny visitors based on race, color, national origin, religion, sex, gender identity, sexual orientation or disability. However, if any visitor is causing risk for the patient or others, we will ask them to leave.
- To withdraw or deny visitors at any time.
- To have help with making difficult decisions. In addition to clinical staff, our chaplains, ethicist and counselors are available to speak to the patient and their visitors. Staff will do all that is possible to support the patient and their family.

Continuity of care:

- To request and receive an evaluation from care management to help the patient plan for when they leave the hospital.
- To participate (with patient's loved ones) in decisions affecting the patient's care and planning for when the patient leaves the hospital.
- To have the freedom of choice of providers to support the patient after they leave the hospital.
- To have access to community agencies for their support after the patients leave the hospital.

Fair billing:

- To receive an explanation of their bill, no matter who will be paying it.
- To receive information about financial help for their bill.

Share concerns about patient care:

- To talk with us about the patient's concerns without it affecting the quality of their care. Staff will not discriminate, stop service or punish the patient in any way if the patient has a complaint.
- Be informed of the process to file a complaint.

Steps/Key Points Procedure		
N/A		

Review and Revision History		
New		02/1991
	Revision	02/1995
	Reviewed	09/1997
	Revision	10/2000
	Revision	01/2001
	Revision	01/2003
	Revision	02/2006
	Revision	01/2007
	Revision	12/2010
	Revision	01/2011
	Revision	10/2012
	Revision	01/2013
SH & SHWV - Revision of the defined role and rights of the patient representative to reflect most current updates in health literacy in patient rights brochure provided to patients. Revised language in Purpose/Policy Statement to closely align with CMS guidelines.	Revision	03/2016
SH - Expanded list of protected groups under the discrimination section of the policy	Revision	09/2016
SH and WVH reviewed	Review	12/2018

Equipment or Supplies - Insert N/A if not applicable
N/A
Form Name and Number or Attachment Name - Insert N/A if not applicable
N/A
Expert Consultants Position
Manager, Accreditation Services
References – Required for Clinical Documents – Insert N/A for Administrative Policies
The Joint Commission CMS Condition of Participation: Patient Rights 'Patient Rights and Responsibilities at Salem Health brochure.'
Policy, Procedure or Protocol Cross Reference Information – Insert N/A if not applicable
Patient Grievance policy Informed Consent policy Visitors at Salem Health Patient Rights and Responsibilities brochure
Definitions – Insert N/A if not applicable
<ul style="list-style-type: none"> <li><b>Incapacitated:</b> lacking capacity – <b>capacity</b> a clinical determination, made by a licensed health provider, that the patient understands and appreciates the nature and expected consequences of a health care decision, and the ability to formulate a decision and clearly communicate the decision to the provider; for the purposes of Informed Consent, health care providers assess the patient's capacity to make a decision.</li> <li><b>In loco parentis:</b> In the place of the parent; person voluntarily performs the parental duties to generally provide for</li> </ul>

the patient.

- **Patient Representative:** An individual designated, either orally to hospital staff or in writing, who has the responsibility of making healthcare decisions that would ordinarily fall to the patient.
  - When a patient who is not incapacitated has designated, either orally to hospital staff or in writing, another individual to be his/her representative, the designated individual will be provided with the required notice of patients' rights in addition to the patient. The explicit designation of a representative takes precedence over any non-designated relationship and continues throughout the patient's inpatient stay or outpatient visit, unless expressly withdrawn, either orally or in writing, by the patient.
  - In the case of a patient who is incapacitated, when an individual presents the hospital with an advance directive, medical power of attorney or similar document executed by the patient and designating an individual to make medical decisions for the patient when incapacitated, then that representative will be presented with the required notice of patients' rights. The explicit designation of a representative takes precedence over any non-designated relationship and continues throughout the patient's inpatient stay or outpatient visit, unless the patient ceases to be incapacitated and expressly withdraws the designation, either orally or in writing.
  - When a patient is incapacitated or otherwise unable to communicate his or her wishes, there is no written advance directive on file or presented, and an individual asserts that he or she is the patient's spouse, domestic partner (whether or not formally established and including a same-sex domestic partner), parent (including someone who has stood in loco parentis for the patient who is a minor child), or other family member and thus is the patient's representative, the hospital is expected to accept this assertion, without demanding supporting documentation, and provide the required notice of patient rights to the individual, unless:
    - More than one individual claims to be the patient's representative. In such cases, it would be appropriate for the hospital to ask each individual for documentation supporting his/her claim to be the patient's representative. The hospital should make its determination of who is the patient's representative based upon the hospital's determination of who the patient would most want to make decisions on his/her behalf. Examples of documentation a hospital might consider could include, but are not limited to, the following: proof of a legally recognized marriage, domestic partnership, or civil union; proof of a joint household; proof of shared or co-mingled finances; and any other documentation the hospital considers evidence of a special relationship that indicates familiarity with the patient's preferences concerning medical treatment;
    - Treating the individual as the patient's representative without requesting supporting documentation would result in the hospital violating State law. State laws, including State regulations, may specify a procedure for determining who may be considered to be the incapacitated patient's representative, and may specify when documentation is or is not required; or
    - The hospital has reasonable cause to believe that the individual is falsely claiming to be the patient's spouse, domestic partner, parent or other family member.
- Hospitals are expected to adopt policies and procedures that facilitate expeditious and non-discriminatory resolution of disputes about whether an individual is the patient's representative, given the critical role of the representative in exercising the patient's rights.
- A refusal by the hospital of an individual's request to be treated as the patient's representative, based on one of the above-specified familial relationships, must be documented in the patient's medical record, along with the specific basis for the refusal.

Computer Search Words

patient rights

Is there a Regulatory Requirement Yes or No – Insert N/A if not applicable

Yes - Joint Commission, CMS

### REQUIREMENT TO PROVIDE A TITLE VI PUBLIC NOTICE

Title 49 CFR Section 21.9(d) requires recipients to provide information to the public regarding the recipient's obligations under DOT's Title VI regulations and apprise members of the public of the protections against discrimination afforded to them by Title VI.

The Salem Health Hospitals and Clinics Board of Trustees has designated the patient advocacy office for Salem Health Hospitals and Clinics the oversight of the complaints/grievance process and the authority to receive and coordinate the investigation and response to resolve patients' grievances. At a minimum, Salem Health shall disseminate this information to the public by:

- Posting a Title VI notice in public area of hospital volunteer office and west entrance area.
- Making the Patient Rights and Responsibilities Handbook available at main point of patient entrance at West Valley Hospital. The handbook contains a section regarding how to file a complaint with the hospital or the Oregon Health Division, including contact information.
- Posting a Title VI notice in federally-funded vehicles.

### PUBLIC NOTICE

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving Federal financial assistance. Specifically, Title VI provides that "no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance" (42 U.S.C. Section 2000d).

**Salem Health** is committed to ensuring that no person is excluded from participation in, or denied the benefits of, its transportation services on the basis of race, color, or national origin, as protected by Title VI in Federal Transit Administration (FTA) Circular 4702.1B. If you need further information or feel you are being denied participation in or being denied benefits of the transit services provided by **Salem Health**, or otherwise being discriminated against because of race, color, national origin, gender, age, or disability, please contact:

Salem Health West Valley Administration  
525 SE Washington St.  
Dallas, OR 97338  
503-623-7323

The complainant shall maintain the right to register a complaint with the Federal Transit Administration at any point. Complainant will be informed to contact:

Federal Transit Administration Office of Civil Rights  
Attn: Title VI Program Coordinator, East Building 5th Floor – TCR  
1200 New Jersey Ave. SE  
Washington, DC 20590  
202-366-4018





# Oregon

Kate Brown, Governor

## Department of Transportation

Office of Civil Rights

3930 Fairview Industrial Dr. SE

Salem, Oregon 97302

Phone: (503) 986-4371

Fax: (503) 986-6382

December 7, 2018

Jason Gottgetreu  
Community Development Director  
City of Silverton  
306 S. Water Street  
Silverton, OR 97381

RE: City of Silverton 2018 Title VI Plan Completion

Dear Mr. Gottgetreu,

The Oregon Department of Transportation (ODOT) Office of Civil Rights acknowledges receipt of the completed 2018 City of Silverton Title VI Plan. ODOT Office of Civil Rights has reviewed your Title VI Plan, as well as other documents, and has determined that your Title VI Plan demonstrates a comprehensive program that contains the necessary components to comply with Title VI provisions of the Civil Rights Act of 1964. Please move forward in pursuing final board approval of your 2018 Title VI Plan and forward a copy of your board approval to the ODOT Office of Civil Rights as soon as possible.

In accordance with 49 CFR 21.9(b), Title VI Plans must be reviewed every three years. City of Silverton's Title VI Plan will be due for review again in August 2021. Additionally, the City of Silverton will need to submit annual reports to the ODOT Office of Civil Rights informing us of any public outreach activities, complaints, lawsuits or major Title VI Plan changes that occurred during the annual reporting period.

Should you have any questions or concerns, feel free to contact me at 503-986-1369 or email [carroll.j.cottingham@odot.state.or.us](mailto:carroll.j.cottingham@odot.state.or.us). We look forward to continued collaboration with your organization in the future, as we strive to make Oregon a leader in Title VI awareness and implementation.

Sincerely,

Carroll Cottingham  
Intermodal Civil Rights Manager  
Office of Civil Rights

# Notificación al Público de los Derechos Bajo el Título VI

## Ciudad de Silverton

- La ciudad de Silverton opera sus programas y servicios sin tener en cuenta raza, color y origen nacional, de conformidad con el Título VI del Acta de Derechos Civiles. Cualquier persona que cree que él o ella ha sido agraviada por cualquier práctica discriminatoria ilegal bajo el Título VI puede presentar una queja con la ciudad de Silverton.
- Para más información sobre el programa de derechos civiles de la ciudad de Silverton, y los procedimientos para presentar una queja, comuníquese con la Asistente a la Gerenta Municipal / Coordinadora de Recursos Humanos al 503-874-2204; Egray@silverton.or.us de correo electrónico; o visite nuestra oficina administrativa en 306 South Water Street, Silverton OR 97381. Para obtener más información, visite [www.silverton.or.us](http://www.silverton.or.us)
- Un demandante puede presentar una queja directamente con la Administración Federal de Tránsito mediante la presentación de una queja ante: Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor-TCR, 1200 New Jersey Ave., NW, Washington, DC 20590
- Office of Civil Rights-MS 23 3930 Fairview Industrial Drive SE Salem, OR 97302
- Si se necesita información en otro idioma, llame a 503-873-5321.



# Notifying the Public of Rights Under Title VI

## City of Silverton

The City of Silverton operates its programs and services without regard to race, color, and national origin in accordance with Title VI of the Civil Rights Act. Any person who believes she or he has been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint with the City of Silverton.

- For more information on the City of Silverton's civil rights program, and the procedures to file a complaint, contact the City's Assistant to City Manager/Human Resources Coordinator at 503-874-2204; email [Egray@silverton.or.us](mailto:Egray@silverton.or.us) ; or visit our administrative office at 306 South Water Street, Silverton OR 97381 For more information, visit [www.silverton.or.us](http://www.silverton.or.us)
- A complainant may file a complaint directly with the Federal Transit Administration by filing a complaint with the Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor-TCR, 1200 New Jersey Ave., SE, Washington, DC 20590
- If information is needed in another language, contact 503-873-5321.
- Si se necesita información en otro idioma, el contacto 503-873-5321.



# Ciudad de Silverton: Formulario de Queja de Título VI

## Sección I:

Nombre: \_\_\_\_\_

Dirección: \_\_\_\_\_

Teléfono (casa): \_\_\_\_\_ Teléfono (Trabajo): \_\_\_\_\_

Dirección de correo electrónico: \_\_\_\_\_

Marca si necesita otro formato (con circulo) Formatea (Círculo de cualquier que se requieren): Letra grande, cinta de audio, TDD, Otro:

\_\_\_\_\_

## Sección II:

¿Está usted presentando esta queja en su propio nombre? ☐ Si \* ☐ No

\* Si usted contestó "sí" a estas preguntas, pase a la Sección III

Si no es así, favor de proporcionar el nombre y la relación a la persona para la cual se está quejando:

\_\_\_\_\_

Por favor, explique por qué usted ha presentado para un tercero:

\_\_\_\_\_

\_\_\_\_\_

Por favor, confirme que ha obtenido el permiso de la parte perjudicada, si usted está presentando en nombre de un tercero: ☐ Sí ☐ No

## Sección III:

Creo que la discriminación que experimenté fue basada en (marque todo lo que corresponda):

☐ Raza ☐ Color ☐ de Origen Nacional

Fecha de la discriminación alegada (Mes, Día, Año): \_\_\_\_\_

Explique lo más claramente posible lo que pasó y por qué cree que fue discriminado. Describir todas las personas que estuvieron involucradas. Incluya el nombre y la información de contacto de la persona (s) que lo discriminó (si se conoce), así como los nombres y la información de los testigos en contacto. Si se necesita más espacio, por favor use el reverso de este formulario.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Sección IV:**

¿Ha presentado anteriormente una queja del Título VI con esta agencia? \_\_\_\_ Sí \_\_\_\_ No

**Sección V**

¿Ha presentado esta queja con cualquier otro federal, estatal o local, o ante cualquier tribunal federal o estatal? \_\_\_\_ Sí \_\_\_\_ No

En caso afirmativo, marque todo lo que corresponda:

\_\_\_\_ Agencia Federal \_\_\_\_\_

\_\_\_\_ Corte Federal \_\_\_\_\_

\_\_\_\_ Corte Estatal \_\_\_\_\_

\_\_\_\_ Agencia Estatal \_\_\_\_\_

\_\_\_\_ Agencia Local \_\_\_\_\_

Favor de proporcionar información acerca de una persona de contacto en la agencia / tribunal donde se presentó la queja.

Nombre: \_\_\_\_\_

Título: \_\_\_\_\_

Agencia: \_\_\_\_\_

Dirección: \_\_\_\_\_

Teléfono: \_\_\_\_\_

**Sección VI:**

Nombre de la agencia de que Ud. está quejando: \_\_\_\_\_

Persona de contacto: \_\_\_\_\_

Título: \_\_\_\_\_

Teléfono: \_\_\_\_\_

Puede adjuntar cualquier material escrito o cualquier otra información que usted considere relevante para su queja.

Firma y fecha requerida abajo

\_\_\_\_\_  
Firma

\_\_\_\_\_  
Fecha

Por favor, trae formulario en persona en la dirección indicada más abajo, o envíe por correo o correo electrónico:

Asistente a la Gerenta Municipal / Coordinadora de Recursos Humanos

Assistant to City Manager/Human Resources Coordinator

306 South Water Street

Silverton, OR 97381

[egray@silverton.or.us](mailto:egray@silverton.or.us) ?

# City of Silverton Title VI Complaint Form

## Section I:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone (Home): \_\_\_\_\_ Telephone (Work): \_\_\_\_\_

Email Address: \_\_\_\_\_

Accessible Format Requirements?(Circle any that are required): Large Print, Audio Tape, TDD,  
Other: \_\_\_\_\_

## Section II:

Are you filing this complaint on your own behalf? ☐ Yes\* ☐ No

\*If you answered "yes" to this question, go to Section III

In not, please supply the name and relationship of the person for whom you are complaining:

\_\_\_\_\_

Please explain why you have filed for a third party: \_\_\_\_\_

\_\_\_\_\_

Please confirm that you have obtained the permission of the aggrieved party if you are filing on  
behalf of a third party: ☐ Yes ☐ No

## Section III:

I believe the discrimination I experienced was based on (check all that apply):

☐ Race ☐ Color ☐ National Origin

Date of Alleged Discrimination (Month, Day, Year): \_\_\_\_\_

Explain as clearly as possible what happened and why you believe you were discriminated against.  
Describe all persons who were involved. Include the name and contact information of the  
person(s) who discriminated against you (if known) as well as names and contact information of  
any witnesses. If more space is needed, please use the back of this form.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**Section IV:**

Have you previously filed a Title VI complaint with this agency? ☐ Yes ☐ No

**Section V**

Have you filed this complaint with any other Federal, State, or local agency, or with any Federal or State court? ☐ Yes ☐ No

If yes, check all that apply: ☐ Federal Agency \_\_\_\_\_  
☐ Federal Court \_\_\_\_\_  
☐ State Court \_\_\_\_\_  
☐ State Agency \_\_\_\_\_  
☐ Local Agency \_\_\_\_\_

Please provide information about a contact person at the agency/court where the complaint was filed.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Agency: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

**Section VI:**

Name of agency complaint is against: \_\_\_\_\_

Contact person: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone number: \_\_\_\_\_

You may attach any written materials or other information that you think is relevant to your complaint.

Signature and date required below

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please submit this form in person at the address below, or mail this form to:  
City of Silverton, Assistant to City Manager/Human Resources Coordinator  
306 South Water Street  
Silverton, OR 97381  
EGray@Silverton.or.us



---

CITY OF SILVERTON  
306 SOUTH WATER STREET  
SILVERTON, OR 97381  
(503) 874-2207

# Title VI Report

November 2018

## Table of Contents

Summary.....	1
Posted Notices.....	2
Complaint Procedures.....	3
Complaint Forms.....	5
Public Participation Plan.....	10
Language Assistance Plan.....	11
Racial Composition.....	14

## Summary of City of Silverton Title VI Report

The Silver Trolley is operated by the City of Silverton's Community Development Department and provides demand responsive (dial-a-ride) curb-to-curb service for the senior, disabled, special needs, youth, economically disadvantaged, and the general public. The Trolley strives to maximize use convenience for the greatest number of riders. To ensure the service is available to all, the vehicles have been provided with entrance lifts and other upgrades in order to meet the standards of the Americans with Disabilities Act (ADA).

Title VI Notices are posted in the three vehicles the City operates, in the lobby where dispatch is located and on the Silver Trolley's website. The Notices are both in English and Spanish. Title VI complaint procedures and complaint forms are also located in all three vehicles, dispatch lobby and on the Silver Trolley's website. As of November 2018, no Title VI investigations, complaints or lawsuits have been filed. The City conducts outreach through print media being available in the City Hall lobby where citizens pay their Water Bill. The City has two full-time employees who are fluent in Spanish and dispatch and other staff members are aware to utilize this resource when necessary.

The Silver Trolley does not have any sub-recipients. No facilities for the Silver Trolley have been constructed in the past three years.

As a policy, the City of Silverton assures compliance with Title VI.

Sincerely,



Jason Gottgetreu  
Community Development Director  
City of Silverton  
306 South Water St  
Silverton, OR 97381

## Notifying the Public of Rights Under Title VI

# City of Silverton

The City of Silverton operates its programs and services without regard to race, color, and national origin in accordance with Title VI of the Civil Rights Act. Any person who believes she or he has been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint with the City of Silverton.

- For more information on the City of Silverton's civil rights program, and the procedures to file a complaint, contact the City's Assistant to City Manager/Human Resources Coordinator at 503-874-2204; email [Egray@silverton.or.us](mailto:Egray@silverton.or.us) ; or visit our administrative office at 306 South Water Street, Silverton OR 97381 For more information, visit [www.silverton.or.us](http://www.silverton.or.us)
- A complainant may file a complaint directly with the Federal Transit Administration by filing a complaint with the Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor-TCR, 1200 New Jersey Ave., SE, Washington, DC 20590
- If information is needed in another language, contact 503-873-5321.
- Si se necesita información en otro idioma, el contacto 503-873-5321.



## Notificación al Público de los Derechos Bajo el Título VI

# Ciudad de Silverton

- La ciudad de Silverton opera sus programas y servicios sin tener en cuenta raza, color y origen nacional, de conformidad con el Título VI del Acta de Derechos Civiles. Cualquier persona que cree que él o ella ha sido agraviada por cualquier práctica discriminatoria ilegal bajo el Título VI puede presentar una queja con la ciudad de Silverton.
- Para más información sobre el programa de derechos civiles de la ciudad de Silverton, y los procedimientos para presentar una queja, comuníquese con la Asistente a la Gerenta Municipal / Coordinadora de Recursos Humanos al 503-874-2204; [Egray@silverton.or.us](mailto:Egray@silverton.or.us) de correo electrónico; o visite nuestra oficina administrativa en 306 South Water Street, Silverton OR 97381. Para obtener más información, visite [www.silverton.or.us](http://www.silverton.or.us)
- Un demandante puede presentar una queja directamente con la Administración Federal de Tránsito mediante la presentación de una queja ante: Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor-TCR, 1200 New Jersey Ave., NW, Washington, DC 20590
- Office of Civil Rights-MS 23 3930 Fairview Industrial Drive SE Salem, OR 97302
- Si se necesita información en otro idioma, llame a 503-873-5321.





## City of Silverton Title VI Complaint Procedures

Any person who believes she or he has been discriminated against on the basis of race, color, or national origin by the City of Silverton Transit Division (hereinafter referred to as "the Division") may file a Title VI complaint by completing and submitting the agency's Title VI Complaint Form. The City of Silverton Assistant to City Manager/Human Resources Coordinator investigates complaints received no more than 180 days after the alleged incident. The Director will process all complaints that are submitted.

Once the complaint is received, the Director will review it to determine if our office has jurisdiction. The complainant will receive an acknowledgement letter informing her/him whether the complaint will be investigated by our office. The Director has 21 days to investigate the complaint. If more information is needed to resolve the case, the Director may contact the complainant. The complainant has 14 business days from the date of the letter to send requested information to the investigator assigned to the case. If the investigator is not contacted by the complainant or does not receive the additional information within 14 business days, the Director can administratively close the case. A case can be administratively closed also if the complainant no longer wishes to pursue their case.

After the investigator reviews the complaint, she/he will issue one of two letters to the complainant: a closure letter or a letter of finding (LOF). A closure letter summarizes the allegations and states that there was not a Title VI violation and that the case will be closed. An LOF summarizes the allegations and the interviews regarding the alleged incident, and explains whether any disciplinary action, additional training of the staff member, or other action will occur. If the complainant wishes to appeal the decision, she/he has 14 days after the date of the letter or the LOF to do so.

A person may also file a complaint directly with the Federal Transit Administration, change address to match public notice?

Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor-TCR, 1200 New Jersey Ave., NW, Washington, DC 20590

Office of Civil Rights-MS 23 3930 Fairview Industrial Drive SE Salem, OR 97302



## Ciudad de Silverton Procedimientos de Quejas del Título VI

Cualquier persona que cree que él o ella ha sido víctima de discriminación en base a raza, color, u origen nacional por la División de Tránsito de la ciudad de Silverton (en lo sucesivo, "la División") puede presentar una queja del Título VI, completando y enviando el Formulario de Quejas del Título VI de la agencia. La Asistente a la Gerenta Municipal / Coordinadora de Recursos Humanos investiga las quejas recibidas no más tardar 180 días después del supuesto incidente. La Coordinadora va a procesar todas las quejas presentadas..

Cuando recibe la queja, La Coordinadora la revisará para determinar si nuestra oficina tiene jurisdicción. El demandante recibirá una carta de acuse de recibo informando a él / ella si la queja será investigada por nuestra oficina. La Coordinadora tiene 21 días para investigar la denuncia. Si se necesita más información para resolver el caso, La Coordinadora podrá ponerse en contacto con el demandante. El demandante tiene 14 días hábiles desde la fecha de la carta para enviar la información solicitada de el investigador asignado al caso. Si el investigador no está en contacto con el reclamante o no reciba la información adicional dentro de los 14 días hábiles, La Coordinadora r puede cerrar el caso administrativamente. Un caso puede ser cerrado administrativamente también si el demandante ya no desea seguir su caso.

Después de que el investigador revisa la queja, él / ella va a emitir una de las dos cartas a la denunciante: una carta de cerrar el caso o una carta de resultado (en ingles, "Letter of Finding" o "LOF"). Una carta de cerrar el caso resume las alegaciones y explica que no se encontró una violación de Título VI, y que se considera el caso cerrado. Una carta de resultado resume las alegaciones y también las entrevistas en la investigación; también explica si habrá acción disciplinaria, entrenamiento del personal, u otro tipo de acción. Si el demandante desea apelar la decisión, él / ella tiene 14 días después de la fecha de la carta de cerrar el caso o carta de resultado.

Una persona también puede presentar una queja directamente con la Administración Federal de Tránsito, en FTA Office of Civil Rights-MS 23 3930 Fairview Industrial Drive SE Salem, OR 97302.

Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor-TCR, 1200 New Jersey Ave., NW, Washington, DC 20590

Office of Civil Rights-MS 23 3930 Fairview Industrial Drive SE Salem, OR 97302



## City of Silverton Title VI Complaint Form

### Section I:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone (Home): \_\_\_\_\_ Telephone (Work): \_\_\_\_\_

Email Address: \_\_\_\_\_

Accessible Format Requirements?(Circle any that are required): Large Print, Audio Tape, TDD,  
Other: \_\_\_\_\_

### Section II:

Are you filing this complaint on your own behalf? ☐ Yes\* ☐ No

\*If you answered "yes" to this question, go to Section III

In not, please supply the name and relationship of the person for whom you are complaining:

\_\_\_\_\_

Please explain why you have filed for a third party: \_\_\_\_\_

\_\_\_\_\_

Please confirm that you have obtained the permission of the aggrieved party if you are filing on  
behalf of a third party: ☐ Yes ☐ No

### Section III:

I believe the discrimination I experienced was based on (check all that apply):

☐ Race ☐ Color ☐ National Origin

Date of Alleged Discrimination (Month, Day, Year): \_\_\_\_\_

Explain as clearly as possible what happened and why you believe you were discriminated against.  
Describe all persons who were involved. Include the name and contact information of the  
person(s) who discriminated against you (if known) as well as names and contact information of  
any witnesses. If more space is needed, please use the back of this form.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Section IV:**

Have you previously filed a Title VI complaint with this agency? ☐ Yes ☐ No

**Section V**

Have you filed this complaint with any other Federal, State, or local agency, or with any Federal or State court? ☐ Yes ☐ No

If yes, check all that apply: ☐ Federal Agency \_\_\_\_\_  
☐ Federal Court \_\_\_\_\_  
☐ State Court \_\_\_\_\_  
☐ State Agency \_\_\_\_\_  
☐ Local Agency \_\_\_\_\_

Please provide information about a contact person at the agency/court where the complaint was filed.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Agency: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

**Section VI:**

Name of agency complaint is against: \_\_\_\_\_

Contact person: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone number: \_\_\_\_\_

You may attach any written materials or other information that you think is relevant to your complaint.

Signature and date required below

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please submit this form in person at the address below, or mail this form to:  
City of Silverton, Assistant to City Manager/Human Resources Coordinator  
306 South Water Street  
Silverton, OR 97381  
EGray@Silverton.or.us

# Ciudad de Silverton: Formulario de Queja de Título VI

## Sección I:

Nombre: \_\_\_\_\_

Dirección: \_\_\_\_\_

Teléfono (casa): \_\_\_\_\_ Teléfono (Trabajo): \_\_\_\_\_

Dirección de correo electrónico: \_\_\_\_\_

Marca si necesita otro formato (con círculo) Formatea (Círculo de cualquier que se requieren): Letra grande, cinta de audio, TDD, Otro:

\_\_\_\_\_

## Sección II:

¿Está usted presentando esta queja en su propio nombre? ☐ Si \* ☐ No

\* Si usted contestó "sí" a estas preguntas, pase a la Sección III

Si no es así, favor de proporcionar el nombre y la relación a la persona para la cual se está quejando:

\_\_\_\_\_

Por favor, explique por qué usted ha presentado para un tercero:

\_\_\_\_\_

\_\_\_\_\_

Por favor, confirme que ha obtenido el permiso de la parte perjudicada, si usted está presentando en nombre de un tercero: ☐ Sí ☐ No

## Sección III:

Creo que la discriminación que experimenté fue basada en (marque todo lo que corresponda):

☐ Raza ☐ Color ☐ de Origen Nacional

Fecha de la discriminación alegada (Mes, Día, Año): \_\_\_\_\_

Explique lo más claramente posible lo que pasó y por qué cree que fue discriminado. Describir todas las personas que estuvieron involucradas. Incluya el nombre y la información de contacto de la persona (s) que lo discriminó (si se conoce), así como los nombres y la información de los testigos en contacto. Si se necesita más espacio, por favor use el reverso de este formulario.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Sección IV:**

¿Ha presentado anteriormente una queja del Título VI con esta agencia? \_\_\_\_ Sí \_\_\_\_ No

**Sección V**

¿Ha presentado esta queja con cualquier otro federal, estatal o local, o ante cualquier tribunal federal o estatal? \_\_\_\_ Sí \_\_\_\_ No

En caso afirmativo, marque todo lo que corresponda:

\_\_\_\_ Agencia Federal \_\_\_\_\_

\_\_\_\_ Corte Federal \_\_\_\_\_

\_\_\_\_ Corte Estatal \_\_\_\_\_

\_\_\_\_ Agencia Estatal \_\_\_\_\_

\_\_\_\_ Agencia Local \_\_\_\_\_

Favor de proporcionar información acerca de una persona de contacto en la agencia / tribunal donde se presentó la queja.

Nombre: \_\_\_\_\_

Título: \_\_\_\_\_

Agencia: \_\_\_\_\_

Dirección: \_\_\_\_\_

Teléfono: \_\_\_\_\_

**Sección VI:**

Nombre de la agencia de que Ud. está quejando: \_\_\_\_\_

Persona de contacto: \_\_\_\_\_

Título: \_\_\_\_\_

Teléfono: \_\_\_\_\_

Puede adjuntar cualquier material escrito o cualquier otra información que usted considere relevante para su queja.

Firma y fecha requerida abajo

\_\_\_\_\_  
Firma

\_\_\_\_\_  
Fecha

Por favor, trae formulario en persona en la dirección indicada más abajo, o envíe por correo o correo electrónico:

Asistente a la Gerenta Municipal / Coordinadora de Recursos Humanos

Assistant to City Manager/Human Resources Coordinator

306 South Water Street

Silverton, OR 97381

[egray@silverton.or.us](mailto:egray@silverton.or.us) ?

# Public Participation Plan

The City periodically does outreach to ascertain the effectiveness of the Silver Trolley service and to see if there are any desired changes to the service. The City also advertises the Trolley service through print media being available in the City Hall lobby where citizens pay their Water Bill.

Recently a farm worker housing development was constructed in Silverton. The City conducted outreach to the property owner and property manager to inform the residents of the Silver Trolley Service.

The strategy to engage minority and limited English proficient (LEP) populations during the next outreach effort is to continue to coordinate with organizations that have a sizeable minority and LEP populations, such as the local churches and Silverton Together. Outreach surveys will be prepared in both English and Spanish.

The City held a meeting with Somos Hispanas Unidas in May 2018. Somos Hispanas Unidas is a local non-profit that aims to strengthen the Hispanic family through education, their civic participation and the active presence of their members in their communities and improve the social and economic welfare of the Hispanic family based on the recognition and defense of their civil rights and equal opportunities. A portion of the meeting was sharing information on the Silver Trolley with the participants indicating they would forward the information on to their network and through local churches.

The City sends out the below message with Silver Trolley Information Brochures to groups that have minority and LEP populations.

The City periodically conducts outreach to ensure Silverton residents are aware of the Silver Trolley Service. Attached are brochures that are available to print or email. Let me know if you would like us to print and drop some by.

The City operates the Silver Trolley, which is a free demand responsive transportation service open to anyone needing transportation within the City of Silverton. The Trolley is a free dial-a-ride service, meaning one must call ahead and make a ride reservation to use the service. Reservations for transportation are made in advance. Ride reservations are granted on a first come, first served basis and can be made up to 30 days in advance. Due to the demand for service, it is highly recommended that requests be made as early as possible. Pick up is at the main door on the ground floor of the pick-up location or other pre-arranged location. The driver may arrive within ten minutes before or after the arranged pick up time. The Trolley is a shared ride service, meaning that other riders may be picked up or dropped off during the ride, therefore be sure to allow extra time to reach your destination. When a reservation is made, a return trip reservation should be made at the same time. In the case of medical or salon appointments, the return time will be made based on the estimated length of your appointment. Failure to establish a return time in advance may result in transportation not being available to take one home.

# Language Assistance Plan

## Four Factor Test

1. *The number or proportion of LEP persons eligible to be served or likely to be encountered by the program or grantee;*

In 2010, the City of Silverton has a population of 9,222. The following is 2016 ACS data regarding English proficiency.

Subject	Silverton city, Oregon											
	Total		Percent		Percent of specified language speakers							
	Estimate	Margin of Error	Estimate	Margin of Error	Speak English only or speak English "very well"		Percent speak English only or speak English "very well"		Speak English less than "very well"		Percent speak English less than "very well"	
					Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Population 5 years and over	8,907	+/-207	(X)	(X)	8,738	+/-221	98.1%	+/-1.1	169	+/-95	1.9%	+/-1.1
Speak only English	7,942	+/-401	89.2%	+/-3.7	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Speak a language other than English	965	+/-329	10.8%	+/-3.7	796	+/-303	82.5%	+/-9.1	169	+/-95	17.5%	+/-9.1
SPEAK A LANGUAGE OTHER THAN ENGLISH												
Spanish	536	+/-278	6.0%	+/-3.1	412	+/-255	76.9%	+/-15.5	124	+/-88	23.1%	+/-15.5
5 to 17 years old	176	+/-228	2.0%	+/-2.6	176	+/-228	100.0%	+/-16.8	0	+/-17	0.0%	+/-16.8
18 to 64 years old	345	+/-112	3.9%	+/-1.3	224	+/-94	64.9%	+/-20.6	121	+/-87	35.1%	+/-20.6
65 years old and over	15	+/-26	0.2%	+/-0.3	12	+/-17	80.0%	+/-72.9	3	+/-11	20.0%	+/-72.9
Other Indo-European languages	243	+/-102	2.7%	+/-1.2	198	+/-91	81.5%	+/-14.4	45	+/-39	18.5%	+/-14.4
5 to 17 years old	15	+/-23	0.2%	+/-0.3	15	+/-23	100.0%	+/-76.6	0	+/-17	0.0%	+/-76.6
18 to 64 years old	187	+/-92	2.1%	+/-1.0	176	+/-87	94.1%	+/-8.7	11	+/-17	5.9%	+/-8.7
65 years old and over	41	+/-37	0.5%	+/-0.4	7	+/-12	17.1%	+/-32.1	34	+/-35	82.9%	+/-32.1
Asian and Pacific Island languages	186	+/-148	2.1%	+/-1.7	186	+/-148	100.0%	+/-16.0	0	+/-17	0.0%	+/-16.0
5 to 17 years old	0	+/-17	0.0%	+/-0.4	0	+/-17	-	**	0	+/-17	-	**
18 to 64 years old	186	+/-148	2.1%	+/-1.7	186	+/-148	100.0%	+/-16.0	0	+/-17	0.0%	+/-16.0
65 years old and over	0	+/-17	0.0%	+/-0.4	0	+/-17	-	**	0	+/-17	-	**
Other languages	0	+/-17	0.0%	+/-0.4	0	+/-17	-	**	0	+/-17	-	**
5 to 17 years old	0	+/-17	0.0%	+/-0.4	0	+/-17	-	**	0	+/-17	-	**
18 to 64 years old	0	+/-17	0.0%	+/-0.4	0	+/-17	-	**	0	+/-17	-	**
65 years old and over	0	+/-17	0.0%	+/-0.4	0	+/-17	-	**	0	+/-17	-	**
CITIZENS 18 YEARS AND OVER												
All citizens 18 years old and over	6,701	+/-338	(X)	(X)	6,596	+/-353	98.4%	+/-1.5	105	+/-102	1.6%	+/-1.5
Speak only English	6,145	+/-362	91.7%	+/-2.3	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Speak a language other than English	556	+/-151	8.3%	+/-2.3	451	+/-129	81.1%	+/-15.7	105	+/-102	18.9%	+/-15.7
Spanish	281	+/-115	4.2%	+/-1.7	221	+/-92	78.6%	+/-28.2	60	+/-95	21.4%	+/-28.2
Other languages	275	+/-104	4.1%	+/-1.5	230	+/-93	83.6%	+/-12.6	45	+/-39	16.4%	+/-12.6



According to ACS data there are 169 residents that speak a language other than English and speak English less than “very well”. There are 124 residents that speak Spanish and speak English less than “very well”. There are 45 citizens that speak Other Indo-European languages and speak English less than “very well”. There are 0 citizens that speak Asian and Pacific Island languages and speak English less than “very well”.

*2. The frequency with which LEP individuals come in contact with the program;*

The City has a standing Thursday group ride to the Silverton Senior Center that is made up of LEP individuals. Currently, the reservation is confirmed with an English speaking family member.

*3. The nature and importance of the program, activity, or service provided by the program to people's lives; and*

The Trolley offers mobility at no cost to anyone riding within the Urban Growth Boundary (UGB). This includes medical appointments, grocery shopping, hair appointments or any other service located within the UGB.

*4. The resources available to the grantee/recipient and costs.*

The City has an advertising line item within the Trolley fund that is available for LEP outreach.

*Language assistance services are provided, how LEP persons are informed, how the language access plan is monitored and updated, and how employees are trained to provide language assistance to LEP persons*

The City’s website and Trolley page offers versions in English, Arabic, Chinese (Simplified), Chinese (Traditional), Filipino, French, German, Greek, Hebrew, Hindi, Indonesian, Irish, Italian, Japanese, Korean, Portuguese, Russian, Spanish, Swedish, and Vietnam.

The City ran a newsletter article in the local paper in Spanish that detailed how the website feature works in the July edition.

The City Trolley brochures include the following relay service.

1-800-359-2703

(Spanish to English and reverse)

Oregon Relay offers Spanish relay service for our Spanish-speaking customers. TTY users can type in Spanish and the conversations will be relayed in Spanish or English to the called party.

Oregon le ofrece el servicio de relevo a nuestros clientes en español. Los consumidores de TTY pueden escribir por máquina en español y las conversaciones serán retransmitidas en español y inglés.

The City sends out a message with Silver Trolley Information Brochures in English and Spanish to groups that have minority and LEP populations.

The City reviews available census data during each update of its Title VI Plan to determine whether adjustments to this LEP plan are required.

The City also has two full-time employees who are fluent in Spanish and dispatch and other staff members are aware to utilize this resource when necessary. Staff is also trained in the availability and to provide direction to the relay service.

# Racial Composition

The following is a breakdown of the racial composition of all non-elected planning boards, advisory councils or committees.

Minority Representation Table						
	Body	Caucasian	Latino	African American	Asian American	Native American
	Population	8304	893	75	154	107
	Pop Percent	87.1%	9.4%	0.8%	1.6%	1.1%
	Planning Commission	100%	0%	0%	0%	0%
	Historic Landmarks Commission	100%	0%	0%	0%	0%
	Tourism Promotion Committee	100%	0%	0%	0%	0%
	Urban Renewal Agency	100%	0%	0%	0%	0%
	Urban Renewal Advisory Committee	100%	0%	0%	0%	0%
	Transportation Advisory Committee	100%	0%	0%	0%	0%
	Budget Committee	100%	7%	0%	0%	0%

The City held a meeting with Somos Hispanas Unidas in May 2018. Somos Hispanas Unidas is a local non-profit that aims to strengthen the Hispanic family through education, their civic participation and the active presence of their members in their communities and improve the social and economic welfare of the Hispanic family based on the recognition and defense of their civil rights and equal opportunities. A portion of the meeting was sharing information on how the Hispanic community can be more informed on City Council matters by their group doing outreach in local churches and within their network on City Council meetings.

The City advertises to fill vacancies or accept applications when terms expire through the newspaper, city website, local TV, and chamber of commerce. The following language is used in the recruitment ads.

## CITY OF SILVERTON SEEKING VOLUNTEERS

The City of Silverton is seeking volunteers interested in serving on several City appointed Committees. Currently, there are positions available on the Planning Commission, Budget Committee, and the Transportation Advisory Committee. Terms for each Committee vary from three to four years.

Please visit the City website at [www.silverton.or.us/committees](http://www.silverton.or.us/committees) for information about each Committee and applicant requirements.

Applications must be submitted online at [www.silverton.or.us/volunteerapp](http://www.silverton.or.us/volunteerapp). The first review of applications will occur on Wednesday, November 21, 2018. Applications will continue to be accepted until all positions have been filled. If you have any questions please contact Angela Speier, Assistant to the City Manager/City Clerk at 503-874-2216 or via e-mail at [aspeier@silverton.or.us](mailto:aspeier@silverton.or.us).

There shall be no discrimination of applicants based on race, color, religion, sex, age, national origin, physical or mental disability, marital status, familial status, or membership in any other group protected by law in accordance with applicable federal, state, and local laws. The City of Silverton encourages participation in its affairs by all peoples, especially those who are under represented in public involvement.



Woodburn Transit System  
Title VI Program  
October 2017

City of Woodburn  
Woodburn Transit System  
270 Montgomery Street  
Woodburn, Oregon 97071

## Table of Contents

Introduction.....	3
Policy Statement .....	3
Title VI Notice to the Public.....	3
Title VI Complaint Procedures .....	3
Record of Title VI investigations, Complaints, or Lawsuits .....	5
Minority Representation on Non-elected Bodies .....	5
Title VI Public Participation Plan.....	6
Summary of Ongoing Public Participation Efforts and Outreach.....	6
Woodburn Transit System Limited English Proficiency Outreach Plan .....	6
Primary recipients and monitoring sub recipients .....	8
Title VI equity analysis .....	8
Service Standards .....	9
Attachment A .....	11
Attachment B .....	13

## Introduction

This program reflects the Woodburn Transit System's commitment to ensuring that no person shall, on the ground of race, color, national origin, religion, age, marital status, sexual orientation, gender, or disability be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity provided by the Woodburn Transit System (WTS).

## Policy Statement

It is the express policy of the WTS that no person shall be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under, any of its programs or activities on the grounds of race, color, national origin, sex, age, disability, or income, as provided by Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, the Federal Aid Highway Act of 1973, Age Discrimination Act of 1975, the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, Executive Order 12898 and Executive Order 13166.

Mel Gregg, Human Resources Director is the Title VI Coordinator for WTS, and can be reached at (503) 982-5231 by phone; at [mel.gregg@ci.woodburn.or.us](mailto:mel.gregg@ci.woodburn.or.us) by email; or at 270 Montgomery St, Woodburn, OR 97071 by post.

## Title VI Notice to the Public

The Title VI Notice to the Public can be found in **Attachment A** and will be posted at the Woodburn Transit office, on the Woodburn Transit webpage, and on board buses operated by Woodburn Transit System. The notice is provided in both English and Spanish.

## Title VI Complaint Procedures

Complaints alleging discrimination which is prohibited under Title VI of the Civil Rights Act of 1964 shall be filed in accordance with the following procedure. The following procedures cover all complaints arising under Title VI. Every effort will be made to obtain early resolution of complaints at the lowest level possible. The option of informal meetings between the Title VI Coordinator and affected parties may be utilized for resolution.

These procedures do not deny the right of the complainant after completion of the Title VI complaint process to file a complaint with state or federal agencies or to bring a private action based on the complaint.

1. Any person who believes he or she, individually, as a member of any specific class, or in connection with any disadvantaged business enterprise, has been subjected to discrimination prohibited by federal law, may file a complaint with the WTS. A complaint may also be filed by a representative on behalf of such a person. All complaints will be referred to Title VI Coordinator for review and action.



2. In order to have the complaint considered under this procedure, the complainant must file the complaint no later than 180 days after:

- a) The date of alleged act of discrimination; or
- b) Where there has been a continuing course of conduct, the date on which that conduct was discontinued.

In either case, WTS may extend the time for filing or waive the time limit in the interest of justice, as long as WTS specifies in writing the reason for so doing.

3. Complaints shall be in writing and shall be signed by the complainant and/or the complainant's representative. Complaints shall set forth as fully as possible the facts and circumstances surrounding the alleged discrimination. In the event a person makes a verbal complaint of discrimination to an officer or employee of WTS, the person shall be interviewed by the Title VI Coordinator. If necessary, the Title VI Coordinator will assist the person in reducing the complaint to writing and submit the written version of the complaint to the person for signature. The complaint shall then be handled according to WTS's investigative procedures.

The complaint may be filed in writing with WTS at the following address:

Woodburn Transit System  
Human Resources Director  
270 Montgomery Street  
Woodburn, OR 97071  
503-982-5265  
[mel.gregg@ci.woodburn.or.us](mailto:mel.gregg@ci.woodburn.or.us)

4. Within 10 days, the Title VI Coordinator will acknowledge receipt of the allegation, will determine if the City has jurisdiction over the complaint, whether the complaint is complete and if additional information is needed, inform the complainant of action taken or proposed action to process the allegation, and advise the complainant of other avenues of redress available, such as the Oregon Department of Transportation (ODOT) and U.S. Department of Transportation (USDOT).
5. The Title VI Coordinator will advise ODOT and/or USDOT within 10 days of receipt of the allegations. Generally, the following information will be included in every notification to ODOT and/or USDOT:
  - a) Name, address, and phone number of the complainant.
  - b) Name(s) and address(es) of alleged discriminating official(s).
  - c) Basis of complaint (i.e., race, color, national origin, or sex)
  - d) Date of alleged discriminatory act(s).
  - e) Date complaint received by the recipient.
  - f) A statement of the complaint.

- g) Other agencies (local, state, or Federal) where the complaint has been filed.
  - h) An explanation of the actions WTS has taken or proposed to resolve the issue in the complaint.
- 6. Within 60 days, the Title VI Coordinator will conduct an investigation of the allegation and based on the information obtained, will render a recommendation for action in a report to the Woodburn City Manager. The report of will include identification of persons interviewed, findings, informal means of resolution attempted and results of such and recommended disposition. The Title VI Coordinator will provide City's investigative report and determination of appropriate action to ODOT and/or USDOT.
  - 7. Within 90 days of receipt of the complaint, the Title VI Coordinator will notify the complainant in writing of the final decision reached, including the proposed disposition of the matter. The notification will advise the complainant of his/her appeal rights with ODOT, or USDOT, if they are dissatisfied with the final decision rendered by WTS.
  - 8. Contact information for the state and federal Title VI administrative jurisdiction is as follows:

ODOT Public Transit Division  
555 13<sup>th</sup> Street NE  
Salem, OR 97301  
503-986-4305  
503-986-4189 fax

Federal Transit Administration Office of Civil Rights  
Attention: Title VI Program Coordinator  
East Building, 5th Floor – TCR  
1200 New Jersey Avenue, SE  
Washington, DC 20590

## **Record of Title VI investigations, Complaints, or Lawsuits**

The City of Woodburn will maintain a list of any and all transit related Title VI investigations, complaints, and lawsuits. The list shall be kept and maintained at the Woodburn City Hall located at 270 Montgomery Street, Woodburn, OR 97071.

## **Minority Representation on Non-elected Bodies**

At this time, the WTS does not have any non-elected bodies, committees, or councils of which it must report racial membership rates. If the Transit system develops any non-elected bodies the City will encourage the participation of minorities in proportion to the minority makeup of the service area. Additionally, the City will maintain a table documenting the racial makeup of membership of such committees.

## **Title VI Public Participation Plan**

The WTS shall strive to include minority and LEP (Limited English Proficiency) individuals in its decision making processes. This includes outreach to minority groups in Woodburn and the surrounding area.

### **Summary of Ongoing Public Participation Efforts and Outreach**

In accordance with Oregon public meetings law, all public meetings, including budget committee and City Council meetings where resource allocation and transportation planning discussions and actions are taken, are open to the general public. Accommodations are available for those with limited English proficiency if requested in advance of the meeting.

#### **Passenger Surveys**

WTS conducts onboard rider and general awareness surveys occasionally, in both English and Spanish.

#### **Bilingual Outreach**

The City maintains a list of fluent Spanish-speaking employees, and can contract for Spanish interpreters, if necessary. Additionally, the City's Outreach Coordinator has responsibility for coordinating the City's communication and outreach activities with the Spanish speaking population.

#### **Phone Access**

A bilingual transit office clerk is available to communicate with Spanish speaking individuals who call for information and/ or service.

#### **Schedules translated in Spanish**

The current service schedule includes a Spanish section. New service schedules will be provided in English and Spanish and made available via paper brochures and on the WTS website.

## **Woodburn Transit System Limited English Proficiency Outreach Plan**

WTS is required to take responsible steps to ensure meaningful access to the benefits, services, information and other important portions of our programs and activities of individuals who are Limited English Proficient (LEP). WTS consulted the USDOT's LEP Guidance and performed a four factor analysis of our contact with the public to determine the appropriate mix of LEP services to offer.

#### **Four Factor Analysis:**

Factor 1: The number or proportion of LEP persons in the service area.

Step 1: Prior experience with LEP individuals. Over the past year, our dispatchers have taken approximately 3 calls per week from LEP persons which have required the use of an interpreter.

Step 2: Data was gathered from the following sources to identify information on persons who speak languages other than English at home and those who speak English less than well or not at all and would be classified as Limited English Proficient or “LEP”:

a. U.S. Census Bureau’s American Community Survey-American Factfinder data

A review of the 2015 American Community Survey data (<http://factfinder.census.gov>) on the numbers of limited English proficient or LEP persons revealed that in Woodburn, Oregon the number of people over age 5 who speak a language other than English at home was 58.5% of the total population 5 and over in Woodburn. For population of all citizens 18 and over, those who speak a language other than English at home is 32.6%. 4The same data shows that 48% of the Woodburn population over age 5 speak English less than “very well.” For population over 18, this percentage is 28.9%. The data indicates the most common language other than English spoken at home for population over 5 is Spanish, with 52.4% and 32.6% for population over 18. (Source: American Community Survey, 2011-2015 American Community Survey 5-Year Estimates, S1601, Woodburn, Oregon).

Factor 2: The frequency with which LEP individuals come into contact with the service.

Woodburn Transit serves LEP persons daily through transit and paratransit services. Over the past year, our dispatchers took approximately 3 calls per week from LEP persons which have required the use of an interpreter.

Factor 3: The importance of the service to LEP persons.

Woodburn Transit provides important transit services to the public through its fixed route and complementary paratransit programs. Woodburn Transit is one of a few public transportation providers that serve the City of Woodburn and provides a link between residential areas, commercial centers, healthcare facilities, educational campuses, and social service offices. Language barriers would most affect users of the complementary paratransit system as reservations for the system are taken via telephone. The complementary paratransit portion of Woodburn Transit provides approximately 15% of the total rides provided through the Woodburn Transit System.

Factor 4: The resources available to the recipient of the federal funds to assure meaningful access to the service by LEP persons

WTS currently provides some information in Spanish through bus schedules, the transit website, and information on the buses. The City of Woodburn maintains a list of employees who are fluent in Spanish and other languages, and professional translation services are available if required. WTS also contracts with “language line” to assist LEP individuals with phone inquiries.

**Processes for providing language assistance services by language**

Based on the four factor analysis, WTS recognizes the need to continue providing language services. A review of WTS relevant programs, activities and services that are being offered by the City as of June 2017 include:

- If a bi-lingual employee is unavailable, the City has a contract with the translation service “Language Line” for phone calls taken from LEP individuals
- Spanish speaking translators who work for the City are available upon request during normal business hours
- Route and schedule information are available in Spanish on the Woodburn Transit website
- Community surveys are available in Spanish language

Based on the demand for alternate language services, and considering the limited budget of the Woodburn Transit programs, other activities and services that will be developed in the next three years include:

- Transit surveys conducted by Woodburn Transit will be available in Spanish
- Future route maps will be available in both English and Spanish
- Bilingual employees will continue to be available to provide written and verbal translation services

Woodburn Transit's outreach and marketing initiatives have yielded a list of community organizations that serve populations with limited English proficiency. The following list of community organizations will be contacted to assist in gathering information and see what services are most frequently sought by the LEP population:

- Woodburn Public School District
- Hispanic Advisory Council
- Woodburn Area Chamber of Commerce

#### **Providing notice to LEP's of language assistance**

Notice will be placed on the transit buses, transit website, and on the bus schedules, and brochures announcing the availability of Language assistance.

#### **Monitoring, evaluating and updating LEP**

Woodburn Transit staff will contact the community organizations that serve LEP persons, as well LEP persons themselves, and also perform a four factor analysis every three years to identify what, if any, additional information or activities might better improve transit services to assure non-discriminatory service to LEP persons. WTS will then evaluate the projected financial and personnel needed to provide the requested services and assess which of these can be provided cost-effectively.

#### **Training Employees**

Woodburn Transit will train all employees, staff and volunteers to proficiency regarding the need and availability of language assistance to LEP individuals who use the service. Employees will be encouraged to use the services provided when contact with LEP individuals prevents or hinders communication. This training will be provided at least annually.

### **Primary recipients and monitoring sub recipients**

Currently the City of Woodburn is not a primary recipient of FTA funds and does not have any sub-recipients.

### **Title VI equity analysis**

There are no current planned facilities or construction projects that require a Title VI equity analysis.

## Service Standards

### Vehicle Load for Each Mode Standard (expressed as a ratio)

The peak-hour vehicle load standards by mode for Woodburn Transit System are: Vehicle Load Standards are expressed as a ratio. (A 40 passenger bus that allows 12 standees would have a load standard of 1.3)

Fixed Route (35 passenger bus)	1.2
Paratransit (8 passenger van)	.75
Demand Response (8 passenger van)	.75
Demand Response (4 passenger van)	.5

### Vehicle Headway for Each Mode (Time between vehicles on same route)

Fixed Route (35 passenger bus)	1 hour
Paratransit (8 passenger van)	n/a
Demand Response (8 passenger van)	n/a
Demand Response (4 passenger van)	n/a

### On Time Performance for Each Mode

	May Run Early (yes/no)	On-time Consideration
Fixed Route (35-passenger bus)	NO	<10 minutes behind
Paratransit (16 passenger van)	YES	(+or –) 15 minutes
Demand Response (16 passenger van)	YES	(+or –) 15 minutes
Demand Response (4 passenger van)	YES	(+or –) 15 minutes

### Service Availability for Each Mode

The Woodburn Transit System provides equitable service availability to customers within the service area.

### Distribution of Transit Amenities for Each Mode

The Woodburn Transit System has a policy to distribute transit amenities equally across the system. Any new amenities will be distributed equally across the system without regard to race or national origin of users from that service area. This applies to:

- Seating and benches at stops and stations
- Bus shelters
- Provision of information including maps, route maps, and schedules
- Waste receptacles.

### **Vehicle Assignment for Each Mode**

The Woodburn Transit System sets a policy of vehicle assignment for each mode without regard to race, color, national origin, religion age, marital status, sexual orientation, gender, or disability of users from that service area. Woodburn Transit will assign vehicles with higher capacity to routes with higher ridership. Age of the vehicles will only be considered a factor when assigning vehicles to routes.



## Attachment A

### **Notifying the Public of Rights under Title VI City of Woodburn, Oregon**

- The City of Woodburn operates its programs and services without regard to race, color and national origin in accordance with Title VI of the Civil Rights Act of 1964. Any person who believes they have been aggrieved by any unlawful discriminatory practice under Title VI may file a complaint with the City of Woodburn.
- For more information on the City of Woodburn's Civil Rights Program and/ or the procedures for filing a complaint, contact Mel Gregg, Human Resources Director at (503) 982-5231 or [mel.gregg@ci.woodburn.or.us](mailto:mel.gregg@ci.woodburn.or.us) or visit Woodburn City Hall at 270 Montgomery St, Woodburn, OR 97071.
- A complaint may also be filed directly with the Federal Transit Administration's Office of Civil Rights at:

Federal Transit Administration Office of Civil Rights  
Attention: Title VI Program Coordinator  
East Building, 5th Floor – TCR  
1200 New Jersey Avenue, SE  
Washington, DC 20590

- If information is needed in another language, please contact the City of Woodburn's community outreach office at (503) 982-5388.

### **Notificación al Publico bajo Los Derechos de Titulo VI Ciudad de Woodburn, Oregon**

- Los programas y servicios de la Ciudad de Woodburn funcionan sin ninguna consideración por motivos raciales, de color y origen nacional de acuerdo con el Título VI de los Derechos Civiles de 1964. Alguna persona que cree que fue ofendido de una práctica discriminatoria ilegal bajo este Título VI puede presentar una queja con la Ciudad de Woodburn.
- Para más información tocante el Programa de Derechos Civiles de la Ciudad de Woodburn y/o para saber el proceso de presentar una queja, comuníquese con Mel Gregg, Director de Recursos Humanos al (503) 982-5231 o por correo electrónico al [mel.gregg@ci.woodburn.or.us](mailto:mel.gregg@ci.woodburn.or.us) o visítenos en el Ayuntamiento de la Ciudad al 270 Montgomery St, Woodburn, OR 97071.
- Una queja también se puede presentar con las Oficinas de Derechos Civiles de la Administración Federal de Transito al:

*Oficinas de Derechos Civiles de la Administración Federal de Transito  
Atentamente: Coordinador del Programa Title VI  
East Building, 5th Floor – TCR*

*1200 New Jersey Avenue, SE*  
*Washington, DC 20590*

- Si necesita la información en otra idioma por favor comuníquese con la oficina del Agente Comunitario al 503-982-5388.

## Attachment B

# City of Woodburn Title VI Complaint Form

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Were you discriminated against because of your:

☐ Race/Ethnicity

□ National Origin

☐ Gender

□ Religion

□ Age

□ Disability

☐ Other: \_\_\_\_\_

To your best recollection, date and time of alleged incident: \_\_\_\_\_

Explain as clearly as possible what happened and how you were discriminated against. Indicate who was involved and if applicable, the transit route and vehicle. Be sure to include the names and contact information of any witnesses. If more space is needed, please use additional pages.

[illegible]

Have you filed this complaint with any other federal, state or local agency or with any court? ☐ Yes ☐ No

If yes, check and identify all that apply:

- ☐ Federal Agency \_\_\_\_\_
- ☐ Federal Court \_\_\_\_\_
- ☐ State Agency \_\_\_\_\_
- ☐ State Court \_\_\_\_\_
- ☐ Local Agency \_\_\_\_\_

Please provide information for a contact person at the Agency or Court where the complaint was filed.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, & Zip Code: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Please sign below (We cannot accept unsigned complaints). You may attach any additional written materials or other information you believe is relevant to your complaint.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Please mail this form to:**

Human Resources Director  
City of Woodburn  
270 Montgomery St  
Woodburn, OR 97071

## **Attachment J: Title VI equity analysis for Phase I “A Better Cherriots” major service change (September 1, 2019)**

The following is a copy of the Title VI equity analysis completed for the Phase I “A Better Cherriots” major service change, which occurred on September 1, 2019.



# 2018 SERVICE PLAN

## *PHASE I OF A BETTER CHERRIOTS*

MAY 24, 2018





<b>1. Introduction .....</b>	<b>2</b>
<b>2. Changes from proposal .....</b>	<b>3</b>
2.1 Route 7 reroute .....	3
2.2 Route 6 reroute .....	3
<b>3. Service plan .....</b>	<b>4</b>
3.1 Transferring at Chemeketa Community College .....	4
3.1.1 Route 3.....	4
3.1.2 Route 12 .....	4
3.1.3 Route 13 .....	4
3.2 Rerouting in SE Salem .....	5
3.2.1 Route 11 extended south to Marion County Correctional Facility .....	5
3.2.2 Route 24 replaced with 30-minute service on Route 4.....	5
3.2.3 Route 7 reroute to Fairview Industrial Drive.....	5
3.2.4 Route 6 rerouted to State Street and 25 <sup>th</sup> Street .....	5
3.3 Overall impact .....	9
<b>4. Equity analysis.....</b>	<b>10</b>
<b>5. Next steps.....</b>	<b>11</b>
5.1 Board review (May 2018) .....	11
5.2 Implementation (June-September 2018).....	11

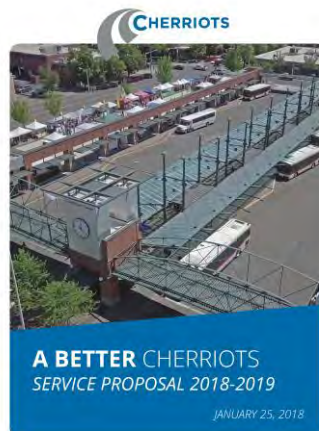
# 1. Introduction

As part of the project **A Better Cherriots**, staff have been developing service proposals for September 2018 and September 2019. This service plan is for the changes coming in September 2018.

This service change process began with the FY17 Annual Performance Report. Published in September 2017, this report included revenue hours, revenue miles, boardings, and on-time performance. In November 2017, Cherriots staff conducted a needs assessment. In addition to analyzing shifts in population and travel demand, staff conducted a rider and community survey, as well as a survey of Cherriots frontline employees—those who interact directly with riders on a daily basis.



Using the results of the needs assessment, staff developed a service proposal. That proposal was presented to the public in February and March 2018. Feedback gathered during that process was published in the 2018 Public Engagement Report, which was finalized at the end of March.



## 2. Changes from proposal

Based on the input presented in the 2018 Public Engagement Report, staff have made changes from the service proposal presented to the public to develop this final 2018 Service Plan.

### 2.1 Route 7 reroute

In the original proposal, staff planned to change Route 7 to travel down 25th, Madrona, and Fairview Industrial Drive. This proposal would have increased outbound frequency on these corridors from hourly to 30-minute service. However, inbound service would remain hourly, inbound service on Mission and to Salem Health would remain every hour, and service to the medical facilities on Ryan Drive, Costco on Hawthorne, and near Walmart on Turner would be eliminated.

As a result of feedback received on the proposal, staff have decided to use an alternative path for the new Route 7. The route will no longer increase service on 25th, Madrona, and Fairview Industrial Drive to every 30 minutes outbound. Instead, the route will serve Salem Health, Mission Street, Ryan Drive, and a section of Hawthorne every 30 minutes. For the first time, Mission Street will have 30-minute service in both directions, and service to Ryan Drive, Costco, Walmart, etc. will not be eliminated.

### 2.2 Route 6 reroute

Since Route 7 will be providing 30-minute service to Salem Health and along Mission, Route 6 will no longer need to service these corridors. Instead, the route will travel down State Street and turn onto 25th. This will be faster routing than Mission, especially during peak travel times, and will increase coverage on 25th between Mission and State Street.

## 3. Service plan

### 3.1 Transferring at Chemeketa Community College

In order to help facilitate transferring at Chemeketa Community College, Cherriots will establish a new bay on the south side of Satter Drive just west of Cooley. Routes 3, 12, and 13 will be rerouted to service this bay. This facility will now be referred to as Chemeketa Transit Center (See Figures 3-1, 3-2, and 3-3 and Table 3-1.)

The new bay will be about 400 feet away from Bays A through D – where Routes 2, 11, 10X, and 20X park today. This will make it much easier to transfer between routes.

#### 3.1.1 Route 3

When heading south on Lancaster, Route 3 buses will take a left on Satter, a right on Cooley, and a right to get back to Lancaster. In addition to serving the new bay, Route 3 will serve the Lancaster @ Satter stop on the east side of the street instead of the west side of the street.

#### 3.1.2 Route 12

The Route 12 loop will be modified slightly to serve the new bay. When heading north on Lancaster, Route 12 buses will take a right on Satter, a right on Cooley, a left on South Campus Loop, and a left on Fire Protection Way. Buses would no longer serve Winema @ Lancaster (Bldg 52), but riders would still be able to access that area by using the stop at Lancaster @ Winema.

#### 3.1.3 Route 13

The new Route 13 would no longer serve Winema @ Lancaster (Bldg 52), but riders would still be able to access that area by using the stop at Lancaster @ Winema. Also Route 13 would no longer form a loop on Winema, South Campus Loop, Fire Protection Way, 45th, and Silverton Road, and stops along that path would no longer be served by this route. Instead, when heading north on Lancaster Route 13 buses would take a right on Satter, a right on Cooley, and a left to return to Lancaster.

## **3.2 Rerouting in SE Salem**

Cherriots is modifying a few routes in SE Salem to provide more frequent service to some corridors. (See Figure 3-1 and 3-2 and Table 3-1.)

### ***3.2.1 Route 11 extended south to Marion County Correctional Facility***

Route 11 will be extended south to Marion County Correctional Facility. This extension will bring 15-minute service to Lancaster Drive south of Rickey, as well as Aumsville Highway. This corridor has fairly high ridership for an hourly route, and is expected to see gains in ridership when Amazon opens a warehouse employing 1,000 workers in late 2018.

### ***3.2.2 Route 24 replaced with 30-minute service on Route 4***

Route 24 will no longer need to serve Lancaster south of Rickey and Aumsville Highway because Route 11 would now serve this stretch. Cherriots will use Route 24's revenue hours to increase Route 4 from hourly service to 30-minute service.

### ***3.2.3 Route 7 reroute to Fairview Industrial Drive***

Route 7 currently serves part of State Street and Pennsylvania Avenue to provide 30-minute service in that area (as Routes 4 and 7 are offset). Since Route 4 will be running every 30 minutes, this will no longer be necessary. Instead, Route 7 will be turned around on Hawthorne and Mission and provide 30-minute service on Mission Street and to Salem Health. This is an increase in service along these corridors in the inbound direction.

### ***3.2.4 Route 6 rerouted to State Street and 25<sup>th</sup> Street***

Since the new Route 7 will provide 30-minute service on Mission, Route 6 will be rerouted onto State Street and 25<sup>th</sup> Street to speed up service and provide more coverage.

**Frequent Service**  
 Buses run every 15 minutes on average during most of the day.  
 Buses run less frequently after 7 p.m.

**Standard Service**  
 Buses run every 30 minutes during most of the day.

**Basic Service**  
 Buses run every 60 minutes during most of the day.

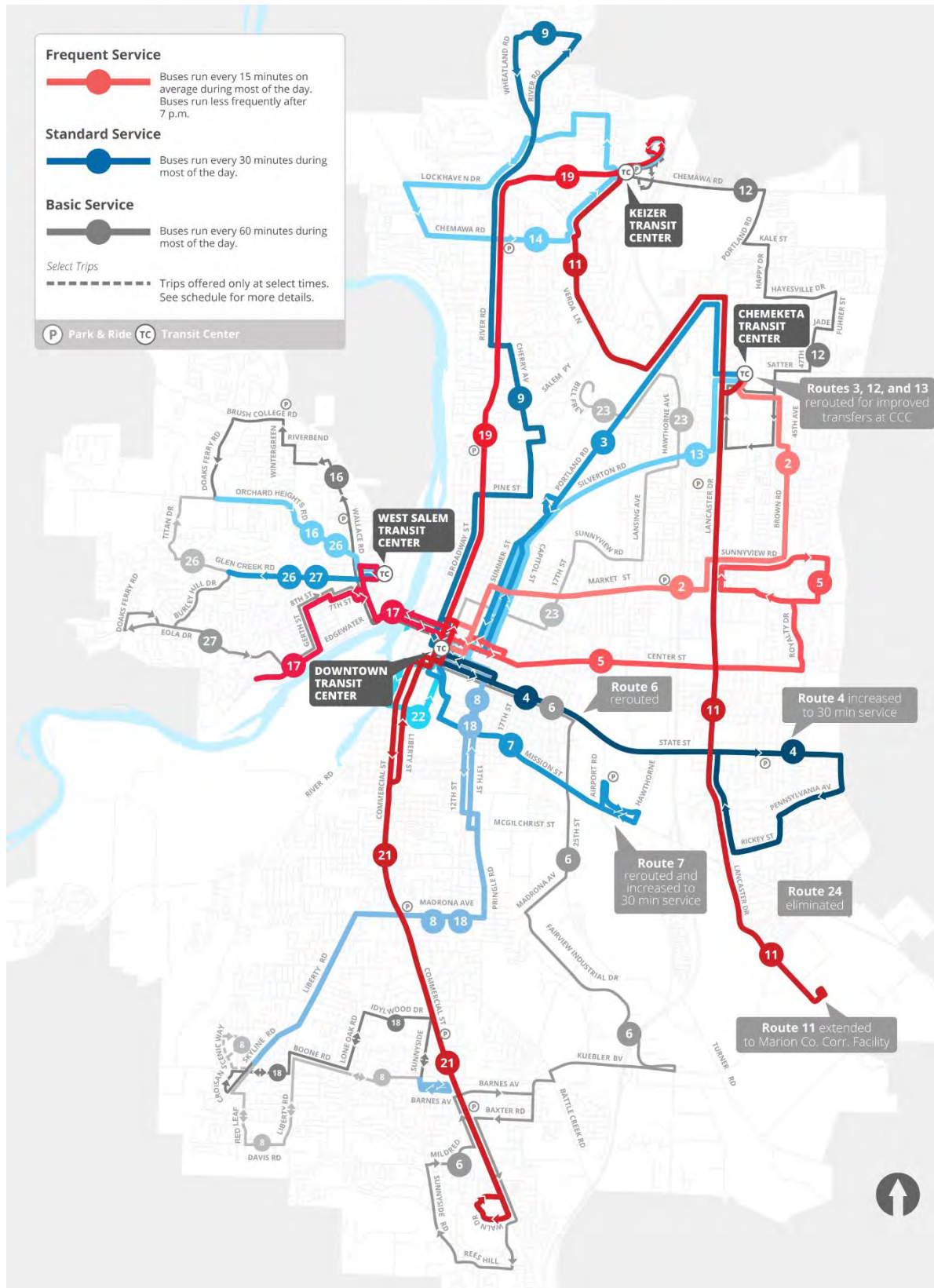
**Select Trips**  
 Trips offered only at select times.  
 See schedule for more details.

**P** Park & Ride **TC** Transit Center

**Map Labels:**  
 KEIZER TRANSIT CENTER  
 CHEMEKETA COMMUNITY COLLEGE  
 WEST SALEM TRANSIT CENTER  
 DOWNTOWN TRANSIT CENTER  
 ROUTES: 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 13, 14, 16, 17, 18, 19, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100

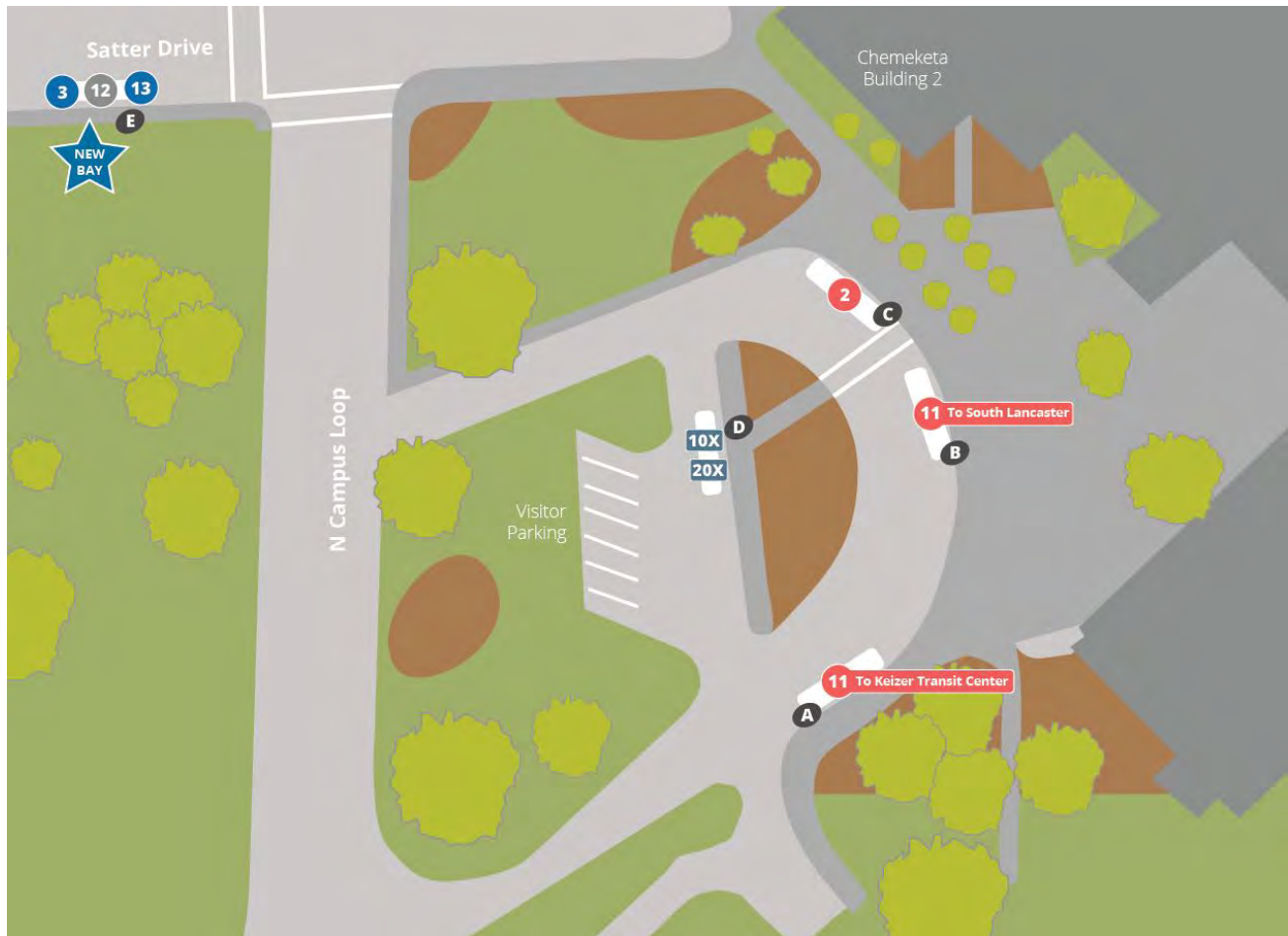


**Figure 3-2. September 2018 routes and frequencies**





**Figure 3-3.** September 2018 bay map for Chemeketa Transit Center



### 3.3 Overall impact

The overall service change will result in an increase of 135.6 daily revenue miles and 13.1 daily revenue hours. To see a breakdown of the changes by route, including changes to frequency and hours of service, see Table 3-1 below.

**Table 3-1.** Frequency, hours of service, and daily route miles and rev. hrs. on routes with changes

	<i>CURRENT</i>			<i>SEPTEMBER 2018</i>		
	<i>Frequency</i>	<i>Route Miles</i>	<i>Rev. Hrs.</i>	<i>Frequency</i>	<i>Route Miles</i>	<i>Rev. Hrs.</i>
<b>Route 3</b>	<b>30 min</b> 6a-9p	352.7	30.0	<b>30 min</b> 6a-9p	352.7	30.0
<b>Route 4</b>	<b>60 min</b> 6a-9p	152.1	15.4	<b>30 min</b> 6a-9p	307.1	31.0
<b>Route 6</b>	<b>60 min</b> 6a-9p	340.5	22.6	<b>60 min</b> 6a-9p	340.5	22.6
<b>Route 7</b>	<b>60 min</b> 6a-9p	205.0	15.5	<b>30 min</b> 6a-9p	203.2	19.2
<b>Route 11</b>	<b>15 min</b> 6a-7p <b>30 min</b> 7-9p	1,209.3	93.8	<b>15 min</b> 6a-7p <b>30 min</b> 7-9p	1,373.8	102.9
<b>Route 12</b>	<b>60 min</b> 6a-9p	190.9	14.8	<b>60 min</b> 6a-9p	196.8	14.8
<b>Route 13</b>	<b>30 min</b> 6a-9p	290.8	19.3	<b>30 min</b> 6a-9p	280.3	19.3
<b>Route 24</b>	<b>60 min</b> 6a-9p	177.6	15.3	<i>No Service</i>	0.0	0.0
<b>TOTAL</b>	<i>N/A</i>	2,918.9	226.7	<i>N/A</i>	3,054.4	239.8
<b>CHANGE</b>					+135.6	+13.1

## 4. Equity analysis

Since many route changing in this plan constitute a “major service change,” a Title VI equity analysis was conducted to ensure resources are being distributed equitably. Staff found that, given the available data and established methodology, implementing these changes appears to benefit protected populations equitably. Cherriots therefore finds no disparate impacts or disproportionate burdens associated with this service plan.

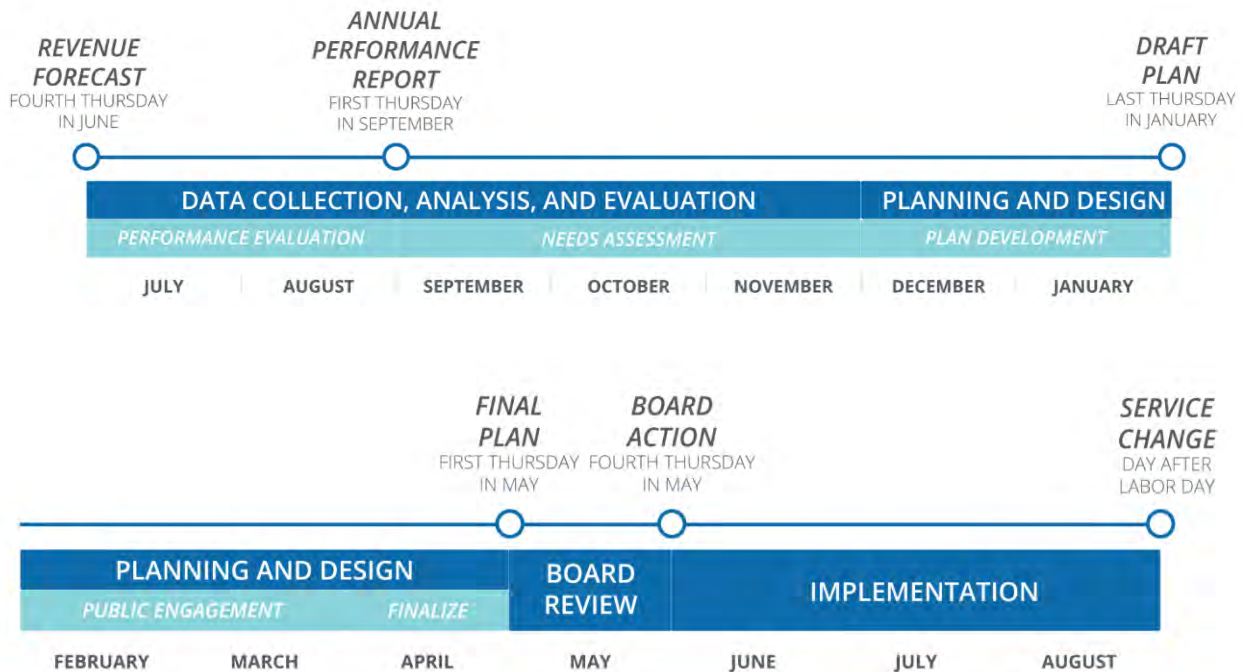
To see the full equity analysis, see **Attachment A**.



## 5. Next steps

Each year Cherriots staff follow the annual service planning process, from initial revenue forecast through implementation of new service. The timeline below summarizes that planning process (Figure 5-1).

**Figure 5-1.** Cherriots service planning process timeline



### 5.1 Board review (May 2018)

The Cherriots Board of Directors will review this service plan and equity analysis and take action at the May Board Meeting.

### 5.2 Implementation (June-September 2018)

If the service plan is approved, internal and external materials will be prepared for the September 2018 service change. New service will go into effect on Tuesday, September 4, 2018.







## CHERRIOTS 2018 SERVICE PLAN

# APPENDIX A

## EQUITY ANALYSIS



<b>1. Background .....</b>	<b>1</b>
<b>2. Title VI requirements .....</b>	<b>1</b>
<b>3. SAMTD Title VI compliance .....</b>	<b>2</b>
<b>3.1 Major service changes policy .....</b>	<b>2</b>
<b>3.2 Definition of adverse effects .....</b>	<b>3</b>
<b>3.3 Disparate impact policy .....</b>	<b>3</b>
3.3.1 Disparate impact analysis.....	3
<b>3.4 Disproportionate burden policy .....</b>	<b>4</b>
3.4.1 Disproportionate burden analysis .....	4
<b>3.5 Requirement for a public hearing .....</b>	<b>6</b>
<b>4. Equity analysis .....</b>	<b>7</b>
<b>4.1 Major service change test .....</b>	<b>11</b>
<b>4.2 Route-level analysis .....</b>	<b>12</b>
4.2.1 Adverse effects test .....	12
4.2.2 Disparate impact test .....	13
4.2.3 Disproportionate burden test .....	14
<b>4.3 System-level analysis .....</b>	<b>15</b>
<b>5. Public hearing .....</b>	<b>17</b>
<b>6. Summary and discussion .....</b>	<b>17</b>



# 1. Background

As part of the project **A Better Cherriots**, staff have been developing service proposals for September 2018 and September 2019. This service plan is for the changes coming in September 2018.

This service change process began with the FY17 Annual Performance Report. Published in September 2017, this report included revenue hours, revenue miles, boardings, and on-time performance. In November 2017, Cherriots staff conducted a needs assessment. In addition to analyzing shifts in population and travel demand, staff conducted a rider and community survey, as well as a survey of Cherriots frontline employees—those who interact directly with riders on a daily basis.

Using the result of the needs assessment, staff developed a service proposal. That proposal was presented to the public in February and March 2018. Feedback gathered during that process was published in the 2018 Public Engagement Report, which was finalized at the end of March.

Based on the input presented in the 2018 Public Engagement Report, staff have made changes from the service proposal presented to the public to develop the final 2018 Service Plan. This is the equity analysis for that service plan.

## 2. Title VI requirements

As a recipient of Federal financial assistance, Salem Area Mass Transit District (SAMTD) must ensure that service changes – both increases and reductions – comply with Title VI of the Civil Rights Act of 1964, which states: “No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.”

The FTA has provided specific implementing guidelines and regulations for complying with Title VI in Circular 4702.1B (“Circular”). Due to the interrelated nature of race/ethnicity and income, the Circular instructs transit agencies to consider impacts on low-income populations as well as minority populations; the assessment of potential Title VI issues related to service changes is completed through a service equity analysis.

### 3. SAMTD Title VI compliance

In the spring of 2014, SAMTD submitted its Title VI program to comply with the latest FTA Circular. A letter of concurrence was received in December 2015 from the FTA stating that the SAMTD Title VI Program complies with the Circular. The program outlines agency policies, definitions, and procedures for complying with Title VI and performing equity analyses. This includes the agency's Major Service Change, Adverse Effects, Disparate Impact, Disproportionate Burden, and Public Hearing policies. An update to the program was approved by the SAMTD Board of Directors at the May 25, 2017 Board meeting including many changes to the Title VI policies named above. The following summarizes these policies, but if further information is needed, the reader is directed to the full 2017 SAMTD Title VI Program, available on [Cherriots.org](http://Cherriots.org).

#### 3.1 Major service changes policy

All changes in service meeting the definition of Major Service Change are subject to a Title VI Equity Analysis. A Major Service Change is defined as:

1. Either a reduction or an expansion in service of:
  - a. 15 percent or more of the number of transit route miles based on the miles of an average round-trip of the route (this includes routing changes where route miles are neither increased nor reduced (i.e., re-routes)), or;
  - b. 15 percent or more of a route's frequency of the service (defined as the average hourly frequency throughout one service day for local fixed routes and as daily round trips for regional express routes) on a daily basis for the day of the week for which a change is made or;
  - c. 15 percent in the span (hours) of a route's revenue service (defined as the time between the first served stop of the day and the last stop), on a daily basis for the day of the week for which a change is made;
2. A transit route split where either of the new routes meet any of the above thresholds when compared to the corresponding piece of the former route.
3. A new transit route is established.

A Major Service Change occurs whether the above thresholds are met:

1. Within a single service proposal, or;

2. Due to a cumulative effect of routing, frequency, or span changes over the year prior to the analysis.

### 3.2 Definition of adverse effects

Adverse effects of Major Service Changes are defined as:

1. A decrease in the level of transit service (hours, days, and/or frequency) by 15%; and/or
2. Decreased access to comparable transit service, which is defined as an increase of the access distance to beyond:
  - a. One quarter mile for bus stops served by less than four buses per hour during peak times, or;
  - b. One half mile for bus stops served by four or more buses per hour during peak times, as well as for all regional express service.

### 3.3 Disparate impact policy

Testing for Disparate Impact evaluates effects on minority riders or populations as compared to non-minority riders or populations. “Minority” is defined as all persons who identify as being part of a racial/ethnic group besides white, non-Hispanic.

#### 3.3.1 Disparate impact analysis

The determination of disparate impact associated with service changes is defined separately for impacts of changes on individual routes, and for system-level impacts of changes on more than one route, as well as for both service reductions and service improvements:

1. In the event of potential adverse effects resulting from service reductions:
  - a. A Major Service Change to a single route will be considered to have a potential disparate impact if the percentage of impacted minority population in the service area of the route exceeds the percentage of minority population of Marion and Polk counties by at least 5 percentage points (e.g., 36 percent compared to 31 percent).
  - b. To determine the systemwide impacts of Major Service Change reductions on more than one route, the percentage of Marion and Polk Counties’ minority population that is impacted is compared to the

percentage of Marion and Polk counties' non-minority population that is impacted. If the percentage of the minority population impacted is at least 20 percent greater than the percentage of the non-minority population impacted (e.g., 12 percent compared to 10 percent), the overall impact of changes will be considered disparate.

2. In the event of service improvements:

a. A major service change to a single route will be considered to have a potential disparate impact if:

- i. The improvement is linked to other service changes that have disproportionate and adverse effects on minority populations, or;
- ii. The percentage of impacted minority population in the service area of the route is less than the percentage of minority population of Marion and Polk Counties by at least 5 percentage points (e.g., 26 percent compared to 31 percent).

b. To determine the systemwide impacts of Major Service Change improvements on more than one route, the percentage of Marion and Polk Counties' minority population that is impacted is compared to the percentage of Marion and Polk Counties' non-minority population that is impacted. If the percentage of the minority population impacted is at least 20 percent less than the percentage of the non-minority population impacted (e.g., 8 percent compared to 10 percent), the overall impact of the changes will be considered disparate.

### **3.4 Disproportionate burden policy**

Testing for a Disproportionate Burden evaluates potential effects on low-income riders or populations, defined as riders or populations at or below 150% of the federal poverty level.

#### ***3.4.1 Disproportionate burden analysis***

The determination of disproportionate burden associated with service changes is defined separately for impacts of changes on individual routes, and for system-level impacts of changes on more than one route, as well as for both service reductions and service improvements:

1. In the event of potential adverse effects resulting from service reductions:

- a. A Major Service Change to a *single route* will be considered to have a potential disproportionate burden if the percentage of impacted low-income population in the service area of the route exceeds the percentage of low-income population of Marion and Polk counties by at least 5 percentage points (e.g., 36 percent compared to 31 percent).
- b. To determine the *systemwide* impacts of Major Service Change reductions on more than one route, the percentage of Marion and Polk Counties' low-income population that is impacted is compared to the percentage of Marion and Polk counties' non-low-income population that is impacted. If the percentage of the low-income population impacted is at least 20 percent greater than the percentage of the non-low-income population impacted (e.g., 12 percent compared to 10 percent), the overall impact of changes (burden) will be considered disproportionate.

2. In the event of service improvements:

- a. A major service change to a *single route* will be considered to have a potential disproportionate burden if:
  - i. The improvement is linked to other service changes that have disproportionate and adverse effects on low-income populations, or;
  - ii. The percentage of impacted low-income population in the service area of the route is less than the percentage of low-income population of Marion and Polk Counties by at least 5 percentage points (e.g., 26 percent compared to 31 percent).
- b. To determine the *systemwide* impacts of major service change improvements on more than one route, the percentage of Marion and Polk Counties' low-income population that is impacted is compared to the percentage of Marion and Polk Counties' non-low-income population that is impacted. If the percentage of the low-income population impacted is at least 20 percent less than the percentage of the non-low-income population impacted (e.g., 8 percent compared to 10 percent), the overall impact of changes (burdens) will be considered disproportionate.

### 3.5 Requirement for a public hearing

The following paragraph defines when a public hearing is required in the case of service changes:

SAMTD shall hold a public hearing when any Major Service Change proposed results in a decrease in service. Notice must be published in a general circulation newspaper. In addition, notice will be placed in newspapers, publications, or websites that are oriented to specific groups or neighborhoods that may be affected by the proposed Major Service Change. The notice must be published at least 30 days prior to the hearing. The notice must contain a description of the proposed service reduction, and the date, time, and place of the hearing.

## 4. Equity analysis

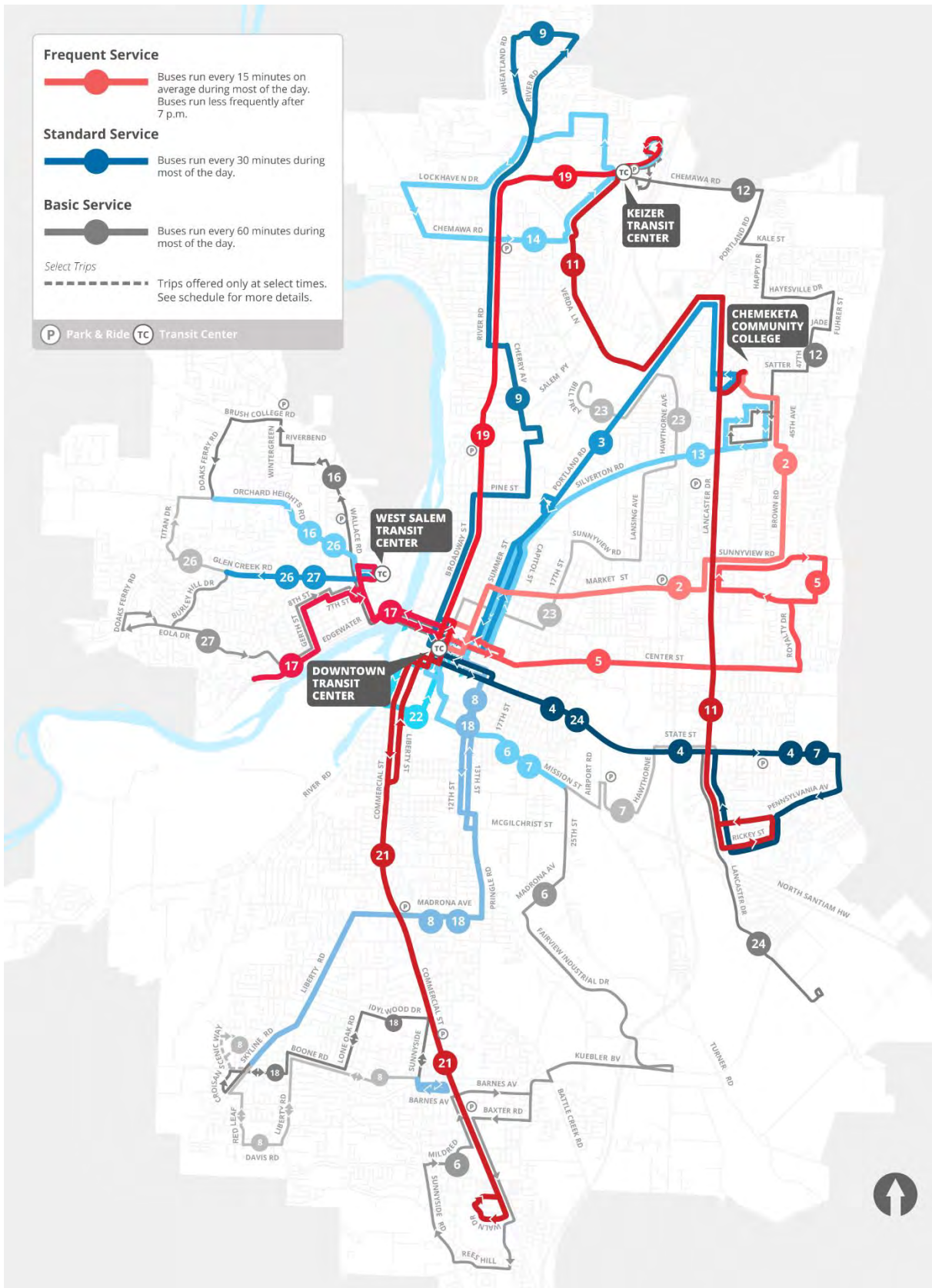
In order to determine whether these planned service changes had the potential to lead to a disparate impact or disproportionate burden, staff used the above definitions to analyze the difference between the current service and the planned service.

Figure 4-1 shows the route paths and frequencies for the current service. Figure 4-2 shows the route paths and frequencies of the planned service for September 2018, including annotations noting how service will change from today.

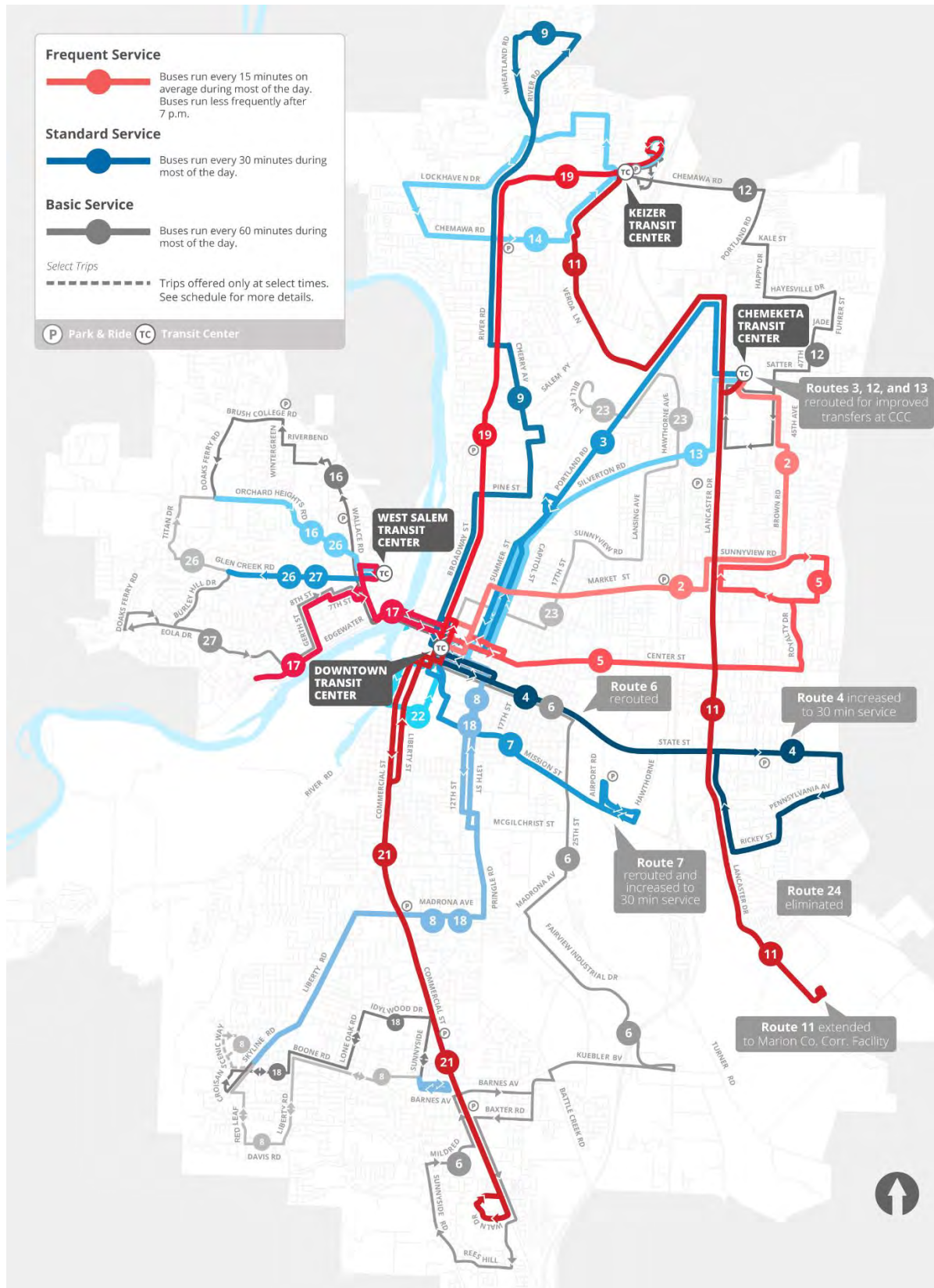
Figure 4-3 displays which bus stops will be added, be removed, and remain. Also included is a quarter mile walk buffer around the service for September 2018. All bus stops slated to be removed are within the quarter mile buffer.



**Figure 4-1.** Current levels of service

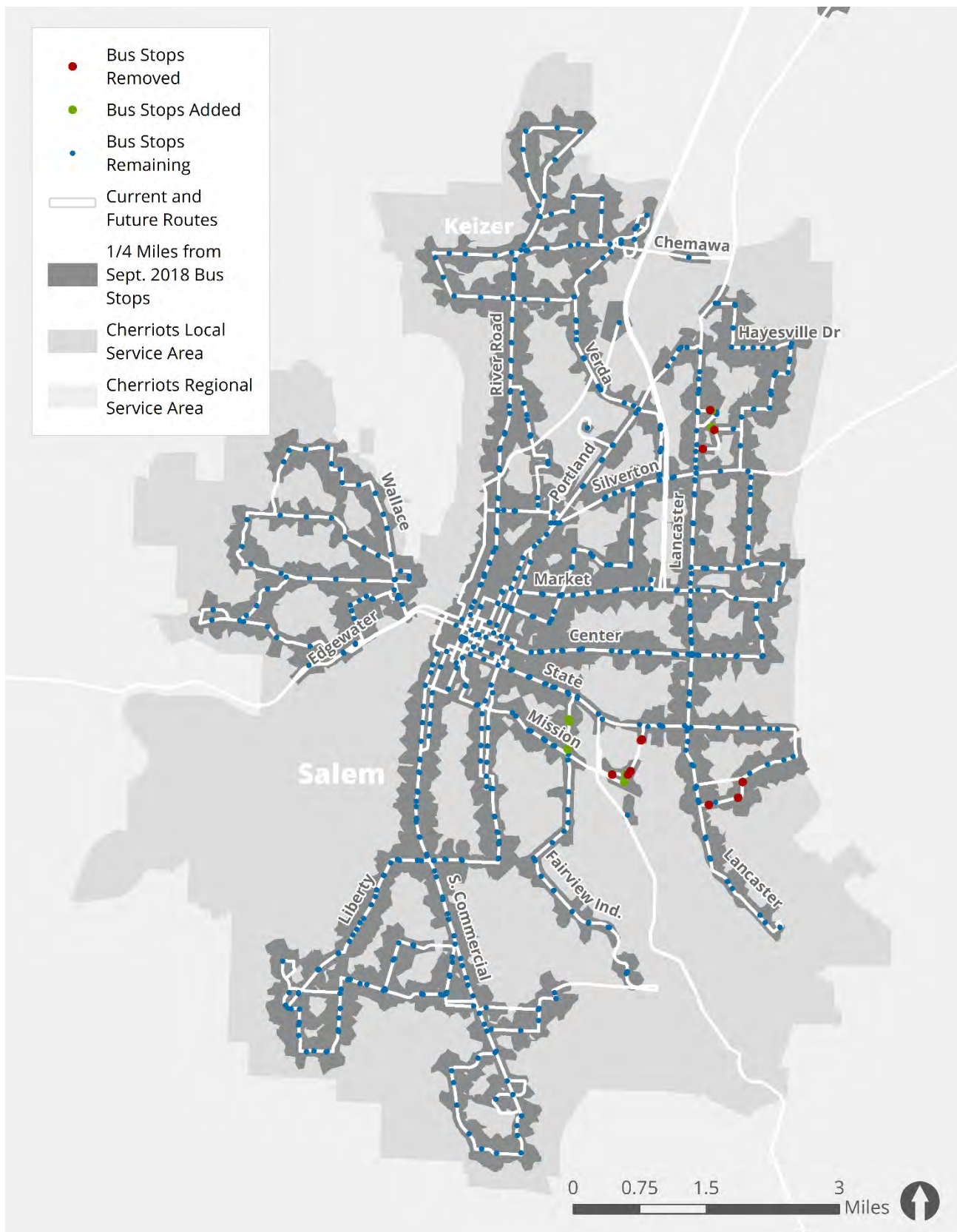


**Figure 4-2.** Planned levels of service for September 2018, with changes annotated





**Figure 4-3.** Changes by bus stop



## 4.1 Major service change test

Of the eight routes changing, six of them meet the threshold to qualify as a major service change (Routes 4, 6-16, 7, 11, 13-22, and 24). See Table 4-1 below.

**Table 4-1.** Routes that qualify as a major service change

	<i>Change in Frequency</i>	<i>Share of Route Miles Changed</i>	<i>Change in Hours of Service</i>	<i>Major Service Change?</i>
<b>Route 3</b>	0%	4%	0%	No
<b>Route 4</b>	+100%	0%	+4%	Yes
<b>Route 6-16</b>	0%	21%	0%	Yes
<b>Route 7</b>	+100%	50%	0%	Yes
<b>Route 11</b>	0%	18%	+1%	Yes
<b>Route 12</b>	0%	4%	0%	No
<b>Route 13-22</b>	0%	15%	0%	Yes
<b>Route 24</b>	-100%	100%	-100%	Yes

The six routes that qualify as major service changes need to be evaluated for potential adverse effects, disparate impacts, and disproportionate burdens.

## 4.2 Route-level analysis

A route-level analysis was performed on each route with a major service change.

### 4.2.1 Adverse effects test

Based on the adverse effects definition, there are no changes to qualify as an adverse effect.

- **Route 4** has an increase in frequency, so there is no potential adverse effect.
- **Route 6-16** has a change of route miles of 21 percent. However, all the bus stops that will no longer be served by Route 6-16 will now be served by the new Route 7 at a higher frequency.
- **Route 7's** route miles are dropping by about 50 percent. However, most bus stops that will no longer be served by Route 7 will continue to be served by Route 4 (at a frequency comparable to today). There are five Route 7 bus stops that will no longer be served by any route, but they are all well within a quarter mile of comparable service. The increase from hourly to 30-minute service will not lead to any adverse effects.
- **Route 11's** round trip route mileage is increasing by 18 percent, which does not constitute a potential adverse effect.
- **Route 13-22's** route mileage is changing by 15 percent. However, almost all bus stops that will no longer be served by the 13-22 will continue to be served by comparable service. Of the two that will no longer be served by any route, both are within a quarter mile of comparable service.
- **Route 24** is being eliminated. However, there will be comparable service at every former Route 24 bus stop.

### 4.2.2 Disparate impact test

To determine if there are any potential disparate impacts, staff began by determining the share of minorities in each route's service area. On average, the Cherriots service area has 30.6 percent minorities. Per the disparate impact policy, a share of minorities of 25.6 percent or below would be significantly below that of the region, a share of minorities 35.6 percent or higher would be significantly above that of the region, and a share between 25.6 percent and 35.6 percent would be the same as the regional average.

Of the routes with major service changes, three have both an above-average share of minorities and a decrease in either frequency, round trip miles, or hours of service—routes 7, 13-22, and 24. Because of this, there are potential disparate impacts for all three routes. However, as established earlier, none of these routes have any adverse effects. Therefore, there are no route-level disparate impacts.

**Table 4-2.** Disparate impact test for routes with major service changes

	<i>Minorities</i>	<i>Total Population</i>	<i>Share</i>	<i>Compared to Regional Average</i>	<i>Potential Disparate Impact</i>	<i>Adverse Effect</i>	<i>Disparate Impact</i>
<b>Route 4</b>	14,874	35,735	41.6%	Above	No	No	No
<b>Route 6-16</b>	15,044	63,932	23.5%	Below	No	No	No
<b>Route 7</b>	15,705	36,486	43.0%	Above	<b>Yes</b>	No	No
<b>Route 11</b>	26,729	52,543	50.9%	Above	No	No	No
<b>Route 13-22</b>	19,117	43,200	44.3%	Above	<b>Yes</b>	No	No
<b>Route 24</b>	11,085	28,178	39.3%	Above	<b>Yes</b>	No	No

### 4.2.3 Disproportionate burden test

To determine if there are any potential disproportionate burdens, staff began by determining the share of low-income residents in each route's service area. On average, the Cherriots service area has a low-income share of 29.4 percent. Per the disproportionate burden policy, a share of low-income residents of 24.4 percent or below would be significantly below that of the region, a share of low-income residents 34.4 percent or higher would be significantly above that of the region, and a share of low-income residents between 24.4 percent and 34.4 percent would be the same as the regional average.

Of the routes with major service changes, three have both an above-average share of low-income residents and a decrease in either frequency, round trip miles, or hours of service—routes 7, 13-22, and 24. Because of this, there are potential disproportionate burdens for all three routes. However, as established earlier, none of these routes have any adverse effects. Therefore, there are no route-level disproportionate burdens.

**Table 4-2.** Disproportionate burden test for routes with major service changes

	<i>Low-Income</i>	<i>Total Population</i>	<i>Share</i>	<i>Compared to Regional Average</i>	<i>Potential Disp. Burden</i>	<i>Adverse Effect</i>	<i>Disp. Burden</i>
<b>Route 4</b>	10,471	29,517	35.5%	Above	No	No	No
<b>Route 6-16</b>	15,320	60,102	25.5%	Same	No	No	No
<b>Route 7</b>	11,344	30,154	37.6%	Above	<b>Yes</b>	No	No
<b>Route 11</b>	21,381	51,831	41.3%	Above	No	No	No
<b>Route 13-22</b>	18,143	41,854	43.3%	Above	<b>Yes</b>	No	No
<b>Route 24</b>	8,330	22,174	37.6%	Above	<b>Yes</b>	No	No



### 4.3 System-level analysis

The next step is to evaluate the systemwide impacts of this service improvement. In order to accomplish this, staff compared the share of both minority and low-income populations in block groups affected by the change to the other block groups in the Cherriots service area that are not affected by the change.

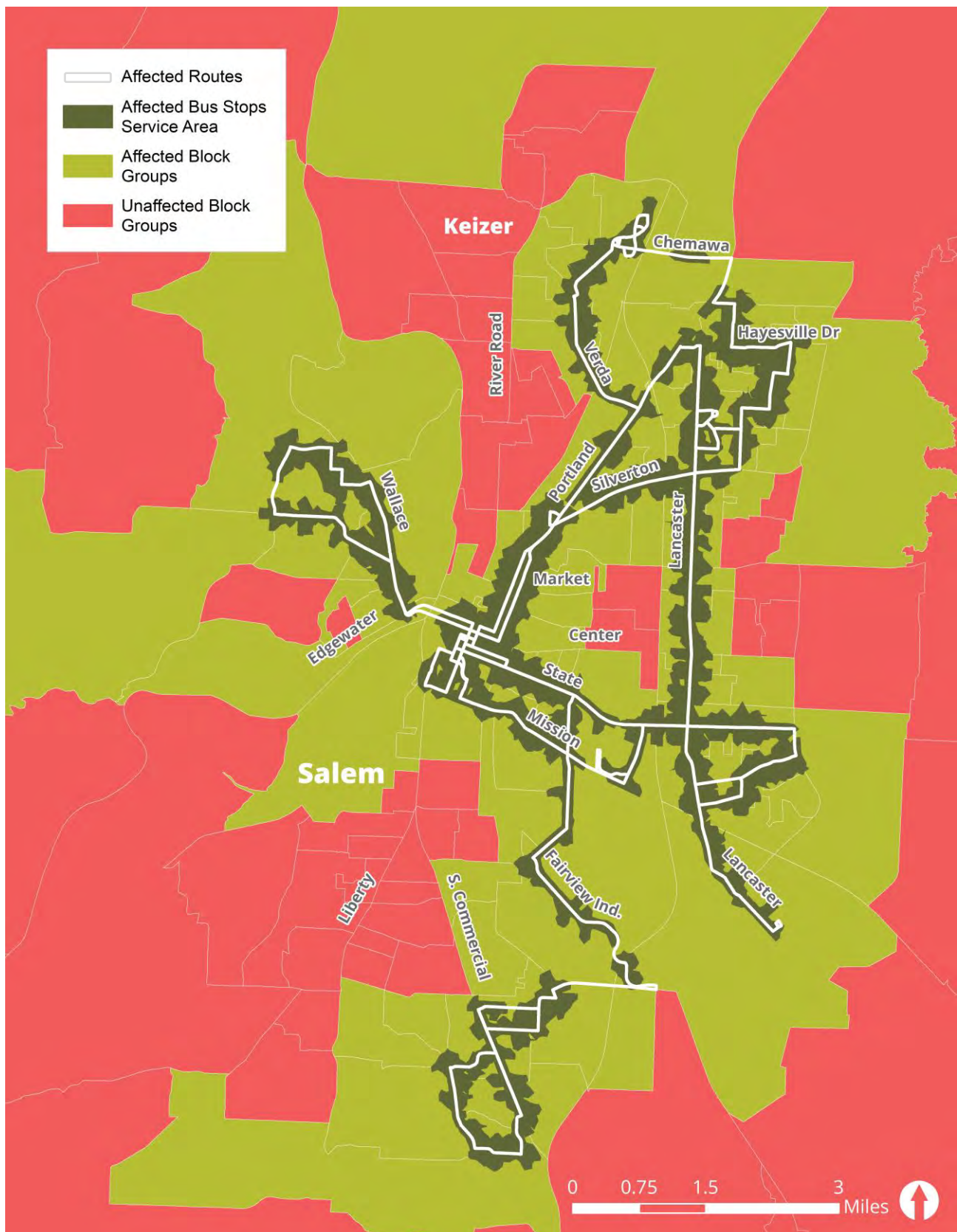
In Figure 4-4, affected routes are in white and the service area (quarter mile walk distance) from their bus stops is in dark green. All block groups overlapping the routes' service areas are highlighted in bright green. Block groups not affected are in red. Note that there are more unaffected block groups in the region that are not pictured. This map is zoomed in on the affected area.

Table 4-3 below shows the difference between the share of minorities and low-income populations and the affected and unaffected block groups. In both cases, the share is higher in the affected block groups. Since overall this is an increase in service, there are no potential disparate impacts or disproportionate burdens.

**Table 4-3.** System-level disparate impact and disproportionate burden test

	<i>Minorities</i>	<i>Total Population</i>	<i>Share</i>	<i>Low-Income</i>	<i>Total Population</i>	<i>Share</i>
<b>Affected Block Groups</b>	58,856	161,716	36.4%	50,249	154,308	32.8%
<b>Unaffected Block Groups</b>	63,509	238,807	26.6%	64,306	235,223	27.3%
<b>Difference Between Unaffected and Affected</b>			+36.8%			+20.1%
			<b>No potential disparate impact</b>			<b>No potential disp. burden</b>

**Figure 4-4.** System level analysis of service change



## 5. Public hearing

A public hearing is not required for this service change since there is an increase in service overall.

## 6. Summary and discussion

On the whole, this service change will work better for more people than the current service. These benefits can be realized without disparately impacting minority populations and without disproportionately burdening low-income populations in the Cherriots service area.

Thus, given the available data and established methodology, implementing these changes appears to benefit protected populations equitably. Cherriots therefore finds no disparate impact or disproportionate burden associated with the September 2018 service change.



## **Attachment K: Title VI equity analysis for 2019 fare change (June 1, 2019)**

The following is a copy of the Title VI equity analysis completed for the fare change, which occurred on June 1, 2019.





For Board Meeting of January 24, 2019  
Agenda Item C - ATTACHMENT C



# 2018

## FARES ANALYSIS REPORT

DECEMBER 2018

# Table of Contents

<b>1.0 INTRODUCTION</b>	<b>1</b>
<b>2.0 PROPOSAL FOR JULY 2019 FARE CHANGE</b>	<b>1</b>
2.1 PROPOSAL GOALS .....	1
2.2 PUBLIC OUTREACH .....	1
2.3 EXISTING VERSUS PROPOSED FARE STRUCTURE .....	3
2.4 SURVEY RESULTS .....	4
2.4.1 SURVEY QUESTION #1 .....	5
2.4.2 SURVEY QUESTION #2 .....	6
2.4.3 SURVEY QUESTION #3 .....	7
2.4.4 SURVEY QUESTION #4 .....	8
2.4.5 SURVEY QUESTION #5 .....	9
2.4.6 SURVEY QUESTION #6 .....	10
2.4.7 SURVEY QUESTION #7 .....	10
2.4.8 SURVEY QUESTIONS #8 – 14.....	12
<b>3.0 DATA ANALYSIS AND PROPOSAL REVISIONS</b>	<b>15</b>
3.1 COSTS OF LETTING LOW-INCOME INDIVIDUALS QUALIFY FOR REDUCED FARES.....	15
3.2 COSTS OF REGIONAL FARE SIMPLIFICATION .....	16
3.2.1 CHANGE OF COURSE FOR REGIONAL FARE SIMPLIFICATION .....	16
3.3 COST OF ESTABLISHMENT OF THE UNIVERSAL DAY PASS AND LOWERING THE COST OF THE UNIVERSAL MONTH PASS .....	17
3.4 COST AND CONCERNS OF OFFERING FREE YOUTH RIDES.....	18
3.4.1 FINAL PROPOSAL FROM THE CHERRIOTS BOARD OF DIRECTORS .....	19
3.5 RISKS AND COSTS OF CHERRIOTS LIFT MONTH PASS .....	19
3.6 FINAL PROPOSAL.....	19



## **4.0 TITLE VI EQUITY ANALYSIS**

**20**

## **APPENDICES**

**A-1**

## 1.0 Introduction

As part of the FY2006 budget process, the Board directed staff to evaluate fares every two years to assess the need for changes. This procedure was also recommended as a standard practice in the District's 2004 Strategic Business Plan. The last fare change occurred in January 2015, and subsequent analyses were delayed due to the expected influx of new operating funds beginning in 2019 from the Statewide Transportation Improvement Fund (STIF). It was determined in 2017 that an analysis should be postponed until 2018 when the enhanced service plan (the "A Better Cherriots" plan) is finalized and submitted to the Board's STIF Advisory Committee for review.

## 2.0 Proposal for July 2019 Fare Change

A proposal with five major goals was developed by staff and presented to the Board at the April 9, 2018 work session. Among other items, the Administrative Rules for this new funding call for transit agencies to *"fund the implementation of programs to reduce fares for public transportation in communities with a high percentage of Low Income Households."*

### 2.1 Proposal goals

The goals of the fare change proposal are as follows:

1. Simplify fare structure
2. Facilitate transfers between local and regional buses
3. Help families and low-income riders
4. Encourage youth to ride
5. Ensure fare structure is equitable

### 2.2 Public outreach

In turn, a survey was developed to ask the public their opinion of each proposed change and to hear their ideas about other desired changes. The proposal was presented to the public for three weeks in May and June 2018 with details in English and Spanish on the following website: [cherriots.org/better](http://cherriots.org/better). Surveys were also collected on paper in English and Spanish via in-person tabled events. Notices were placed at the following locations:

- Posters on all Cherriots Local buses
- Take-one flyers on all Cherriots Local and Regional buses
- Monitor ads on the Downtown Transit Center departure screens
- Stop notices at all Cherriots Regional bus stops
- Advertising on the front page of [cherriots.org](http://cherriots.org)

- Social media posts (Twitter and Facebook)

Seven in-person events were held to solicit participation in the survey. Table 1 below shows the date, time, and location of each:

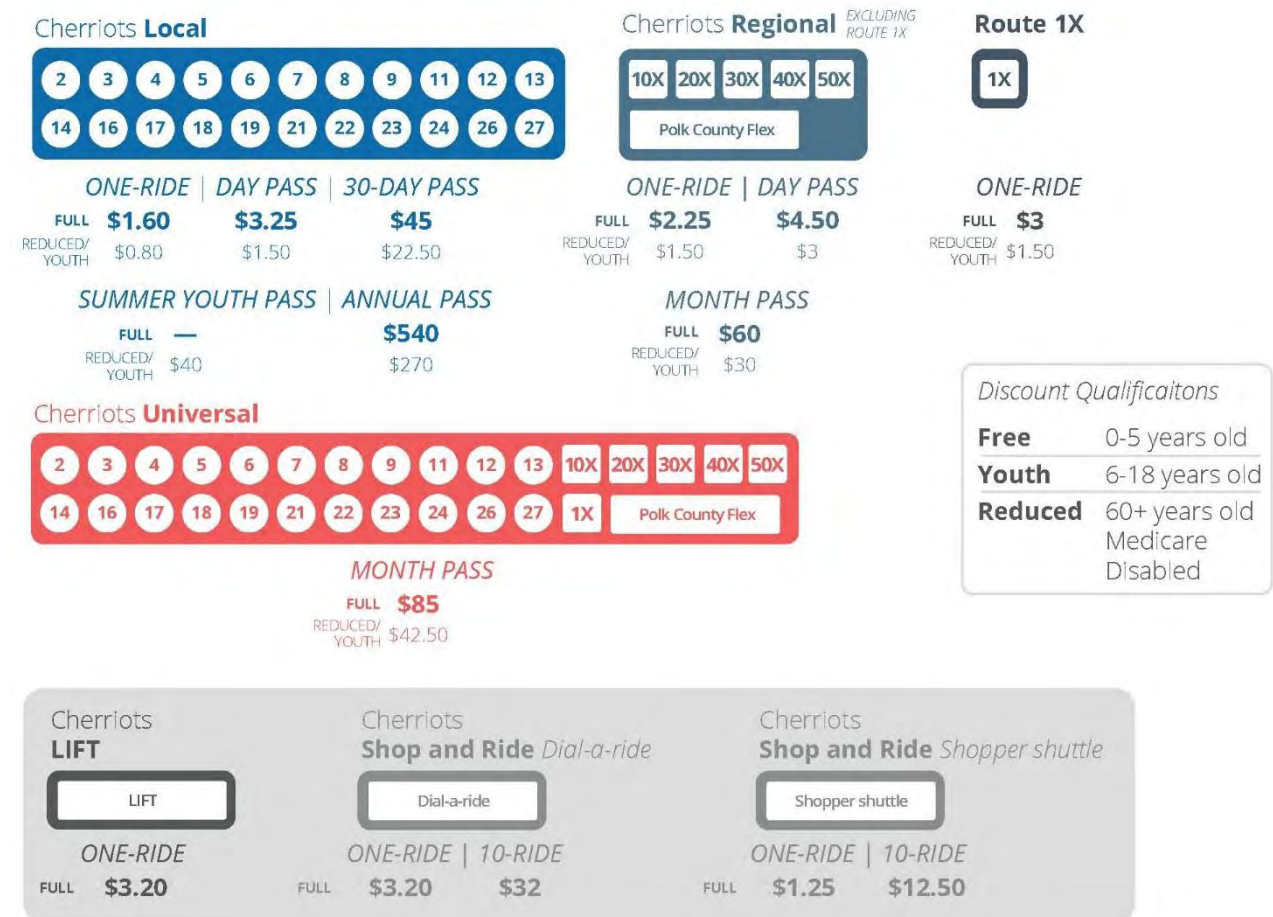
**Table 1.** Outreach event dates, times, and locations

<b>Date</b>	<b>Time</b>	<b>Location</b>
5/22/18	12:30 – 3:30pm	Downtown Transit Center (DTC) Customer Service Lobby
5/24/18	2:30-5:30pm	DTC Center Island Table
5/29/18	11:00-2:00pm	Chemeketa Community College Free Speech Table (Building 2)
5/30/18	11:00-1:00pm	Open Bus at Wed. Farmers' Market
5/31/18	10:00-1:00pm	DTC Customer Service Lobby
6/6/18	12:30-3:30pm	DTC Customer Service Lobby
6/7/18	1:00-4:00pm	Keizer Transit Center lobby

## 2.3 Existing versus Proposed Fare Structure

The existing fare structure has not changed since January 2015. The existing fares are summarized in Figure 1 below.

**Figure 1.** Current Cherriots fare structure (June 2018)



The original proposal for a new fare structure, beginning in July 2019, is summarized in Figure 2. No changes to the Cherriots Local system fares are proposed with this proposal.

**Figure 2.** Proposed Cherriots Fare Structure (July 2019) as presented to the public in May and June 2018



Staff gathered input from the public through outreach events and in-person and online surveys in English and Spanish.

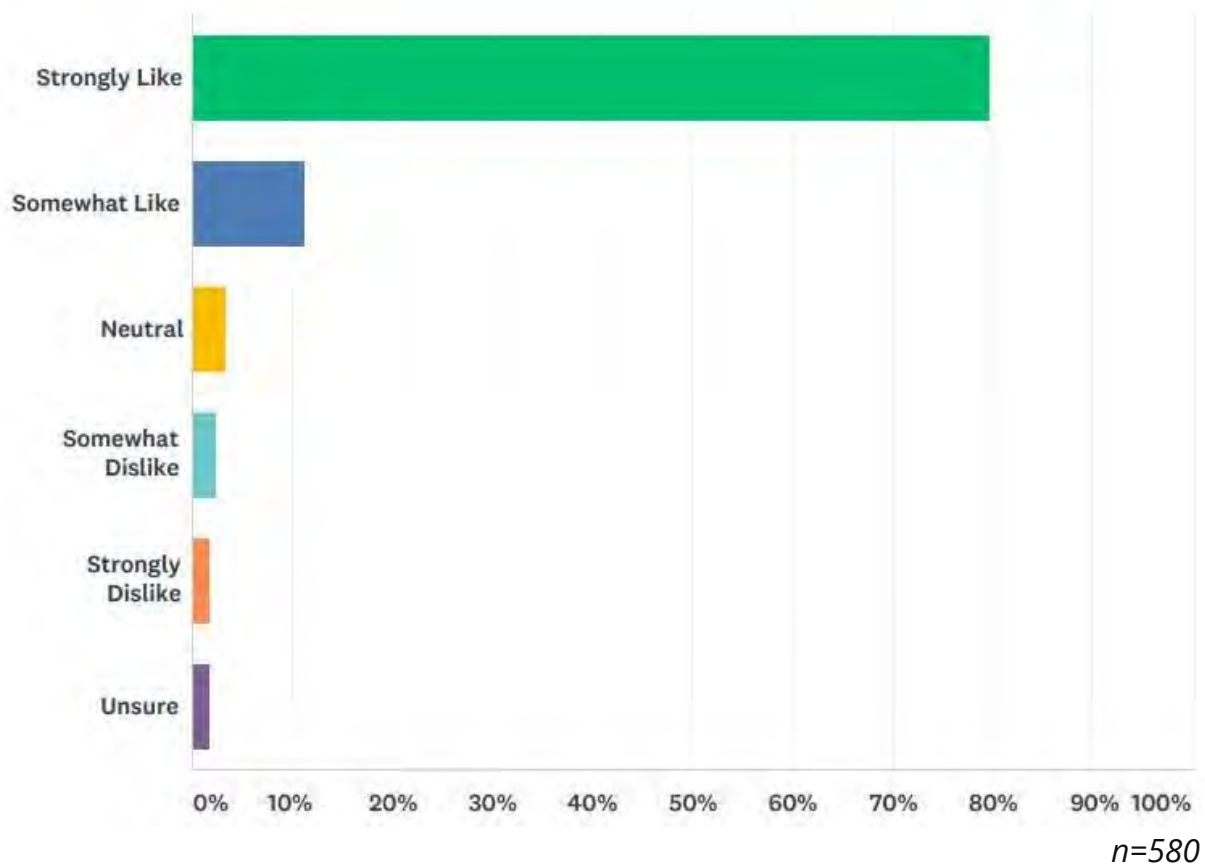
## 2.4 Survey Results

In total, 592 surveys were received (141 paper copies and 451 online), which is a good response rate considering the non-controversial nature of the survey and how only one fare category is proposed to increase. The following are results of each survey question:

### 2.4.1 Survey question #1

The first question on the fare survey asked people about the proposal to make low-income a qualification for being able to ride by paying only a reduced fare on all Cherriots services. Figure 3 below shows the survey results for question #1:

**Figure 3.** Question #1: “How do you feel about the proposal to allow low-income households who qualify for selected social service programs (exact programs to be determined at a later date) to qualify for reduced fares on all Cherriots Local and Regional buses?”

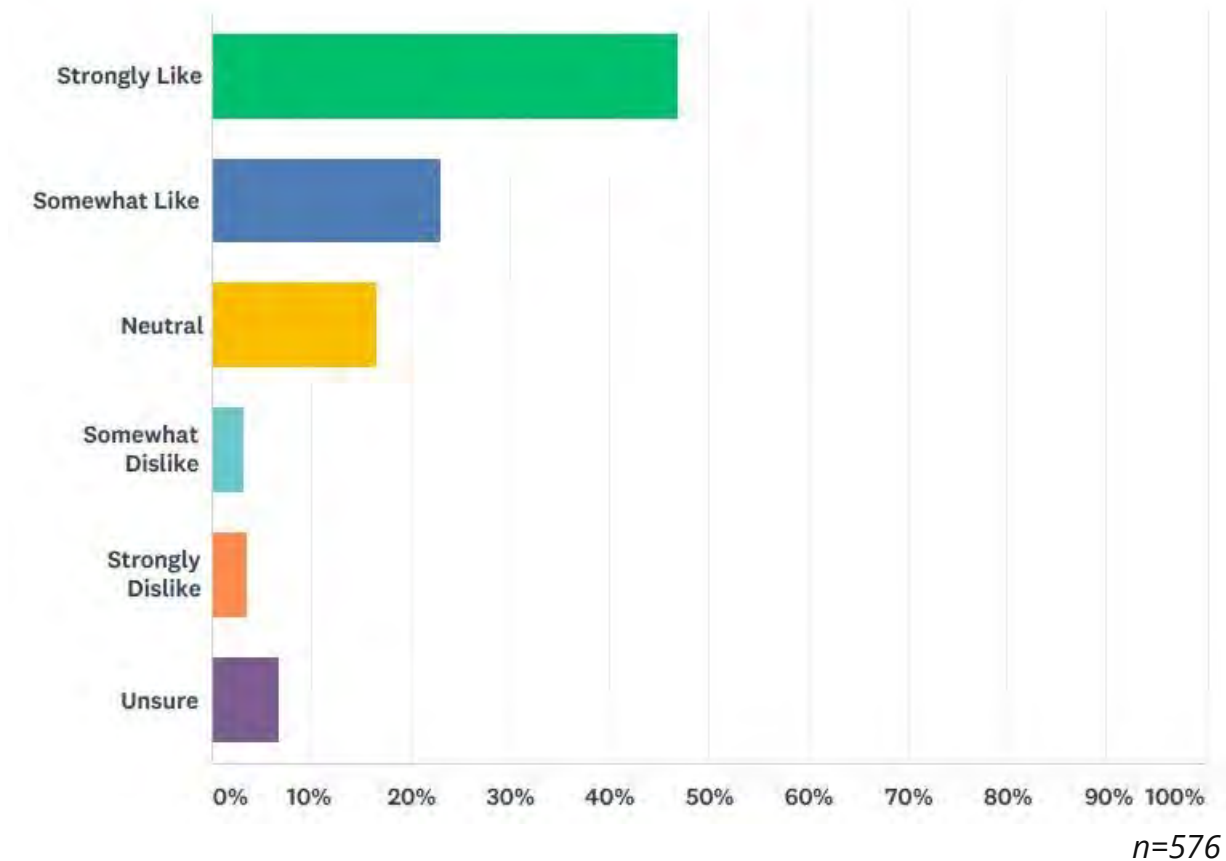


An overwhelming majority of respondents approved of the idea of including low-income as a qualification for reduced fares with 90.9 percent saying they either strongly liked or somewhat liked the proposal. This is likely due to the fact that at least two-thirds of existing riders would qualify for the reduced fare based on income.

## 2.4.2 Survey question #2

The second question asked people about the plan to simplify fares for the Cherriots Regional system. Figure 4 below shows the resultant response:

**Figure 4.** Question #2: How do you feel about the proposal to make the fares for Route 1X and other Cherriots Regional routes the same (\$2.50 for adults)? This would mean a reduction in the price for Route 1X and an increase for Routes 10X, 20X, 30X, 40X, 50X and the Polk County Flex.



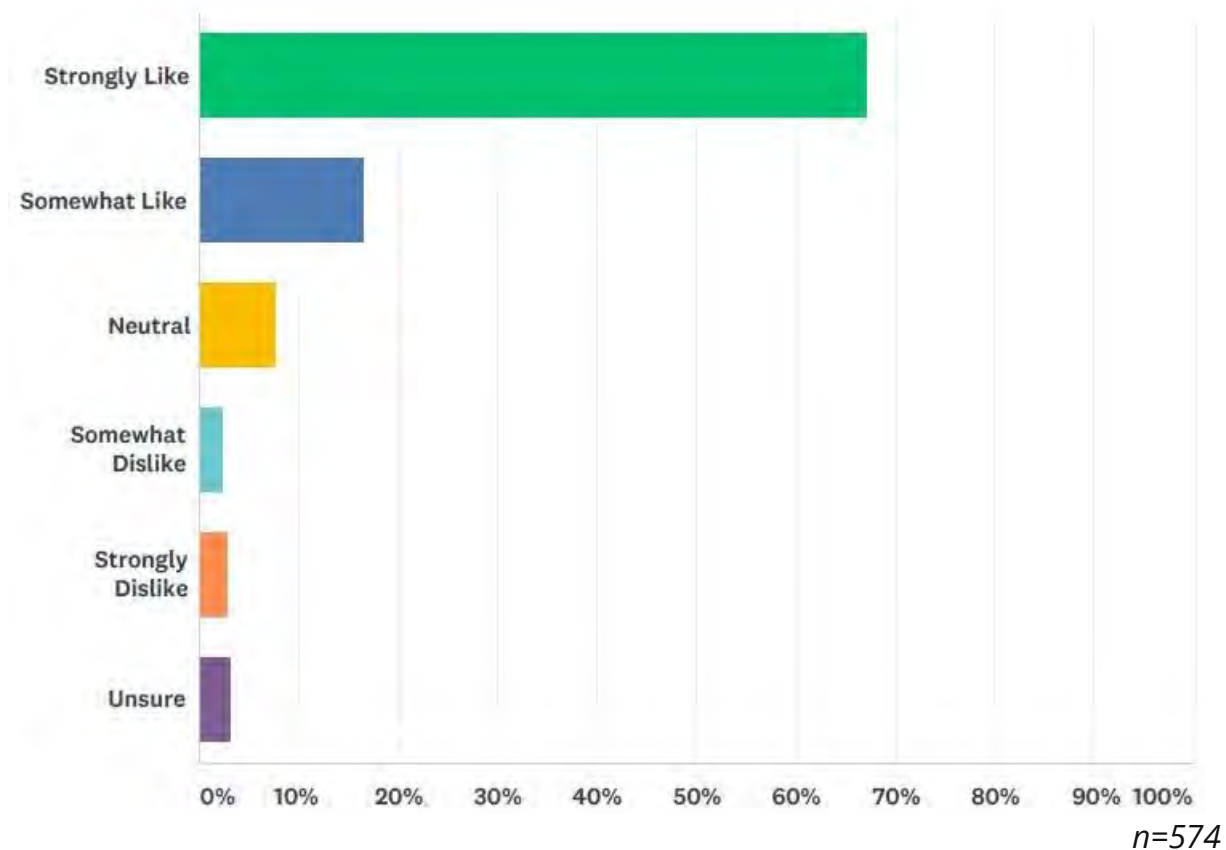
Again, a large majority of respondents approved of the idea of simplifying fares on the Cherriots Regional services with 70.0 percent saying they either strongly liked or somewhat liked the proposal. There were 3.7 percent that strongly disliked the proposed fare simplification. Those were likely the people who only ride Routes 10X, 20X, 30X, 40X, or 50X, and never transfer to other services; neither would they qualify for the low-income fare category. A large number of respondents were neutral on the subject most likely due to the fact that they never ride the regional buses.



### 2.4.3 Survey question #3

The third survey question asked people if they would favor creating a universal day pass for \$5.00, which could be used on all Cherriots services for one day. Figure 5 shows the results.

**Figure 5.** Question #3: How do you feel about creating a universal day pass for \$5 (adults) good on all Cherriots Local and Regional buses (including Route 1X), and lowering the price for the universal month pass from \$85 (for adults) to \$75?

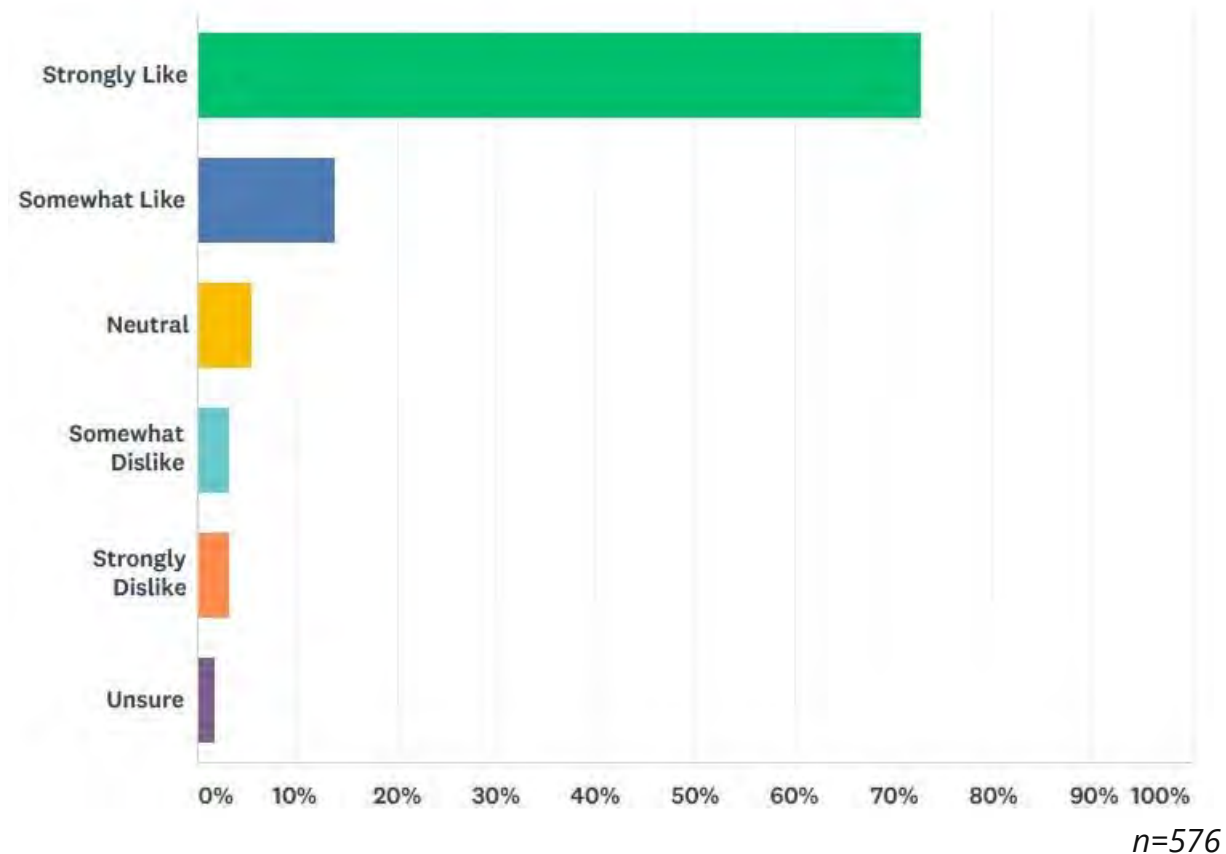


Again, most people (83.8 percent) responding to the survey said they either strongly like or somewhat like the proposal. A small number who strongly disliked the proposed change are riders who only ride Routes 10X, 20X, 30X, 40X, or 50X and buy a monthly pass today for only \$60. The increase to \$75 was unacceptable to them because they wouldn't transfer to the Cherriots Local routes or Route 1X. However, looking at pass sales in the Customer Service Lobby at the Downtown Transit Center, most people riding the 10X, 20X, 30X, 40X, and 50X do not buy the Regional only month pass, they purchase the universal month pass, because they ride on Cherriots Local or 1X buses in addition to the 10X, 20X, 30X, 40X, or 50X.

#### 2.4.4 Survey question #4

The fourth question asked people about making the fare free for children 0-11 and middle and high school students who have a valid student ID. The results are displayed in Figure 6. below.

**Figure 6.** Question #4: Cherriots is proposing to make it free to ride for children ages 0-11, middle school, and high school students (including home-schooled children)... How do you feel about this proposal?

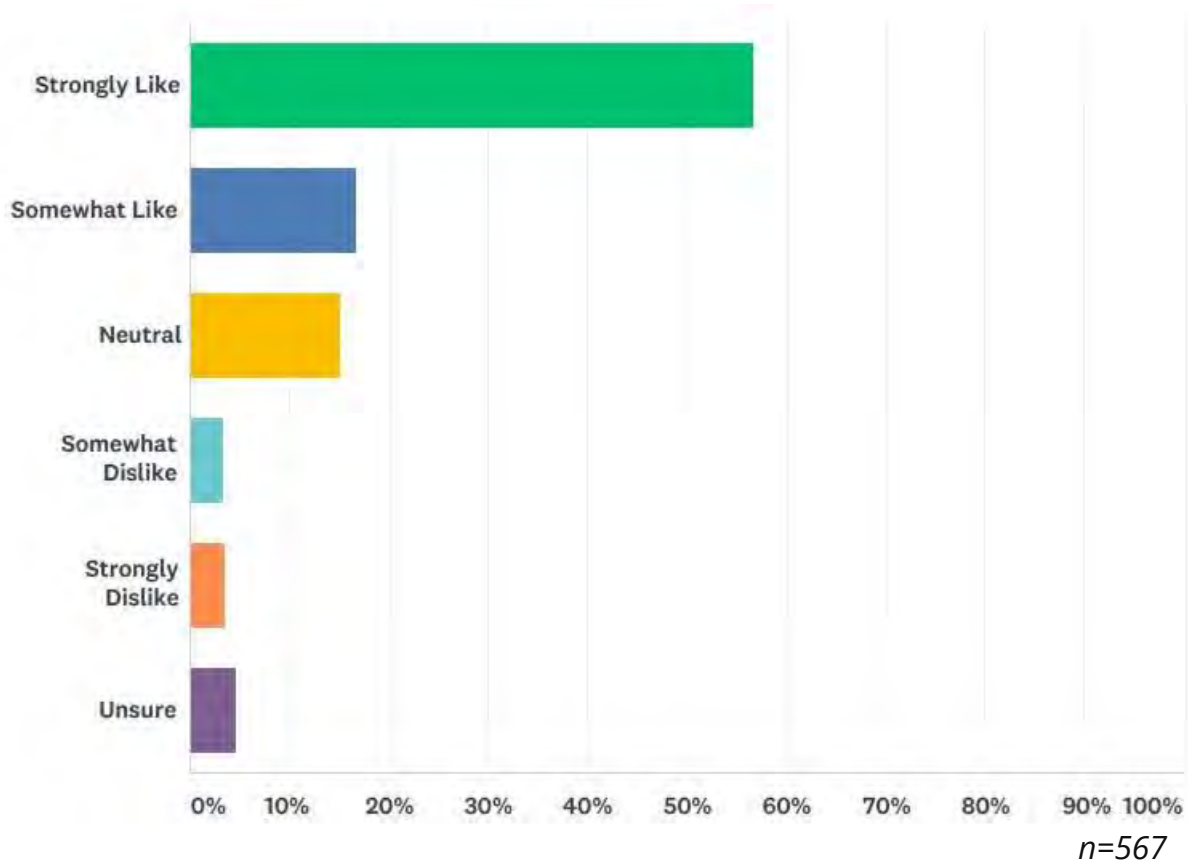


86.6 percent of respondents approved of this idea to make it easier for youth and families to ride together. Those who disliked the proposal said that the kids should continue to pay the reduced fare in order to reduce unpunished vagrancies committed on the bus by youths.

#### 2.4.5 Survey question #5

The fifth question asked people about creating a month pass for Cherriots LIFT customers. This pass would be valid for a whole calendar month and would allow unlimited rides on Cherriots LIFT, Regional, and Local buses. Figure 7 below shows the responses to this question:

**Figure 7.** Question #5: How do you feel about the proposal to create a monthly universal pass for Cherriots LIFT customers, which would be good on all Cherriots LIFT, Local, and Regional buses for \$90/month?

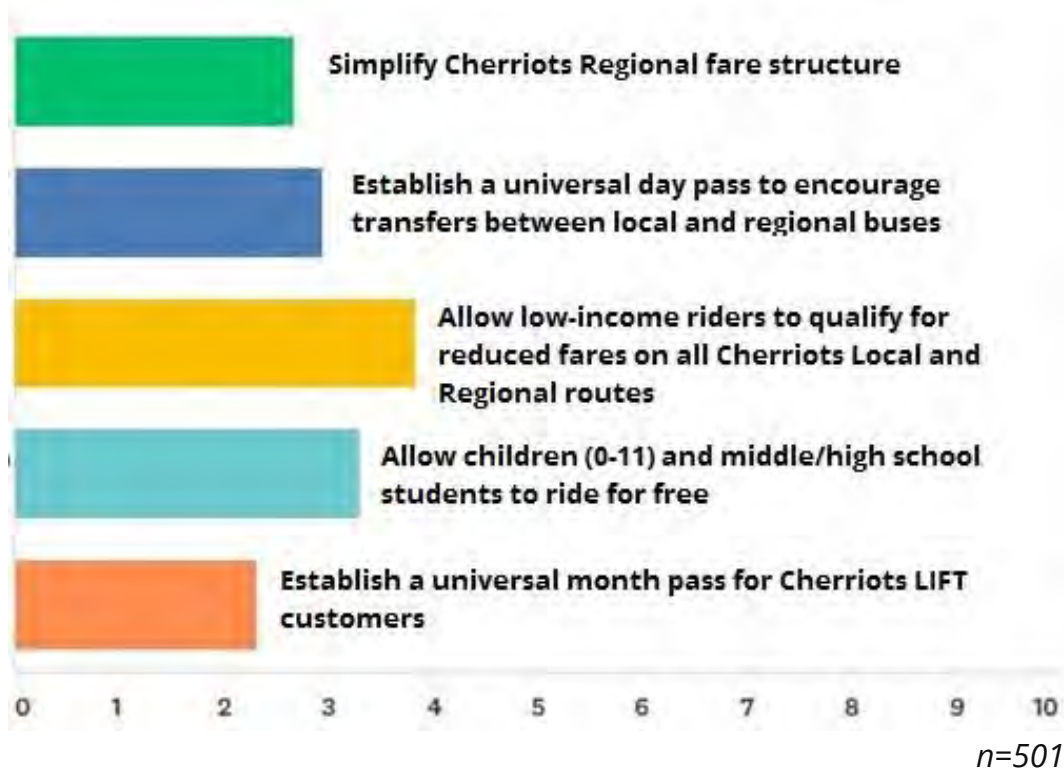


A large majority (73.5%) of respondents approved of the idea of creating a month pass for Cherriots LIFT customers. The reason behind the proposed pass is to offer people who are eligible for ADA paratransit the same benefit fixed-route bus customers get from having a monthly pass. Although not required by the ADA or FTA, it closes an equity issue in the family of Cherriots services.

#### 2.4.6 Survey question #6

The sixth question asked people to rank the previous five fare strategies in order of preference so if one had to be funded before another, the Board would have some direction on rider preference. Figure 8 shows the results below:

**Figure 8.** Question #6: Please rank the strategies in questions 1 through 5 above, with 1 as your most important and 5 as your least important.



Survey respondents preferred the low-income fare first (score of 3.83), followed by the free youth fares (3.30), then establishing a universal day pass (2.96), then simplifying the Cherriots Regional fare structure (2.68), and lastly establishing a month pass for Cherriots LIFT customers (2.33). If funding were short, the programs with the lowest scores could be considered first, but the effect on the budget would also have to be taken into consideration.

#### 2.4.7 Survey question #7

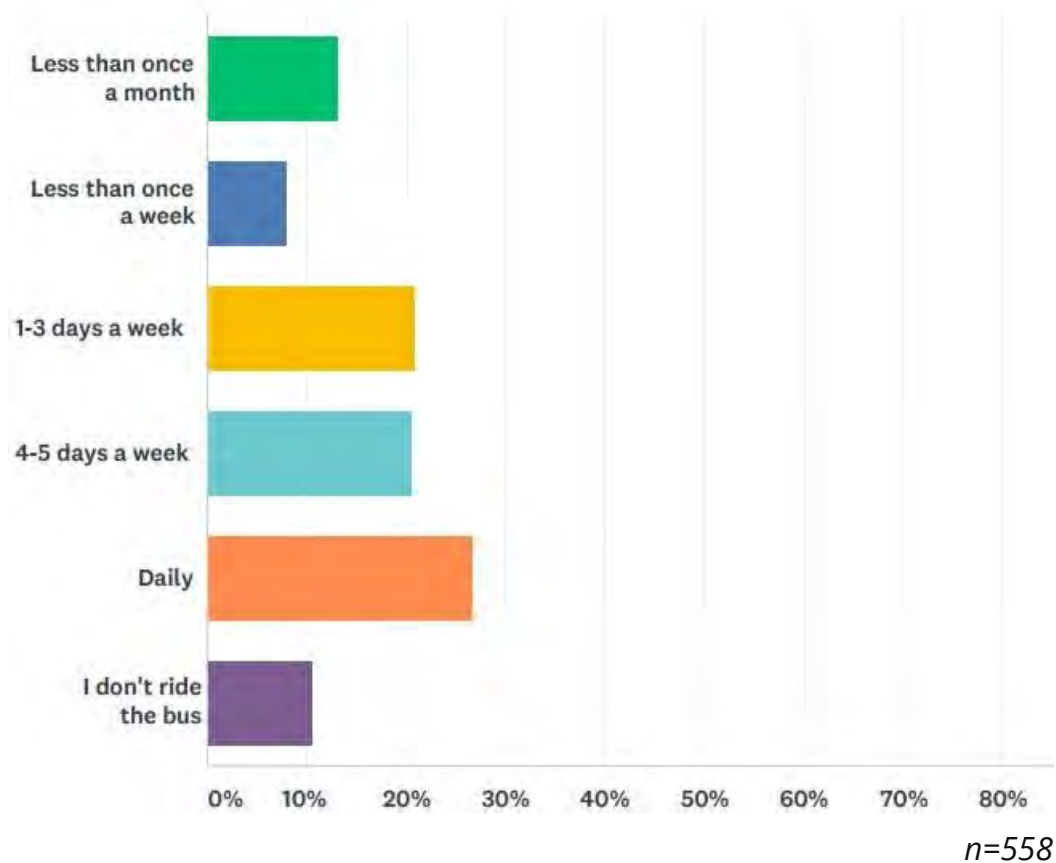
This question was an opportunity for people to write whatever comments they had regarding the fare change proposal. All of the comments were read and summarized in a spreadsheet provided in Appendix D. The following bulleted list summarizes the comments into major categories followed by the detailed comments, in order of frequency. Comments with only a single occurrence are excluded; the number of comments received appears in parentheses after each:

- Cheaper fares needed (50)
  - Reduced or free fare needed for college students too (15)
  - Cheaper monthly passes requested (5)
  - Cheaper for low-income families (3)
  - Cheaper for disabled riders (3)
  - Cheaper than proposed for all categories (2)
  - Free for everyone (2)
  - Cheaper annual pass (2)
  - Free for low-income people instead of reduced (2)
  - Free for seniors over 80 years old (2)
  - Cheaper adult day pass (2)
  - Lower all fares to minimize complexity (2)
  - Change senior age cutoff to 55+ rather than 60+ (2)
- Service suggestions (46)
  - 7-day service needed (23)
  - Extended evenings needed (9)
  - Expand coverage in West Salem (2)
  - Improve frequency to increase ridership (attract non-riders) (2)
- Technology requests (15)
  - Implement efare technology (12)
  - Smartcards with money loaded on them (2)
- No free youth fares (13)
  - Middle & High School students can pay reduced fare (4)
  - Youth should pay unless low-income (3)
- Cherriots LIFT month pass too expensive (8)
- Even increments desired (6)
  - Increments of 25 cents better than current system, which requires nickels and dimes (5)
- On-board experience suggestions (5)
  - Zero tolerance for misbehavior
- Ticket books requested (3)
  - One-ride tickets should be available (2)
- Route 1X suggestions (3)
- Bring back paper transfers with time limits (3)
- Have a weekly pass option (3)
- 30-day pass is actually a 22-day pass (2)
- Low income and free youth fares will take away service from the rest of the riders (2)
- Safety a high priority (2)

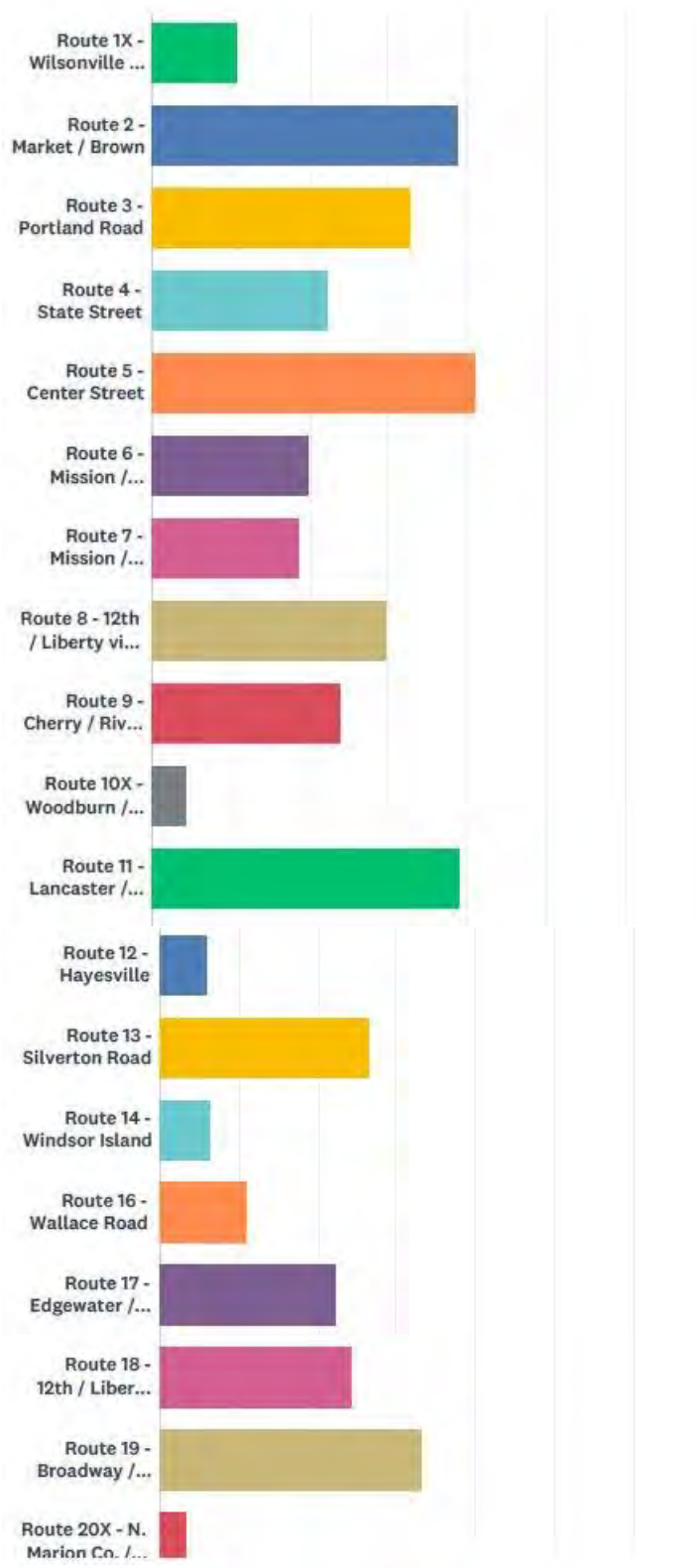
#### 2.4.8 Survey questions #8 – 14

The end of the survey included some optional questions to find out if they ride often or not, gauge whether we were reaching riders on all services, and ask whether they live inside or outside of the Salem-Keizer urbanized area. Question 8 asked how often they ride. Question 9 listed all of the routes offered and let people check the ones they have used. Questions 10-13 asked their name, email, and phone number, and #14 asked whether they live inside or outside the Salem-Keizer area. Figures 9 – 11 show the results from these optional questions:

**Figure 9.** Question #8: Generally, how often do you ride the bus?

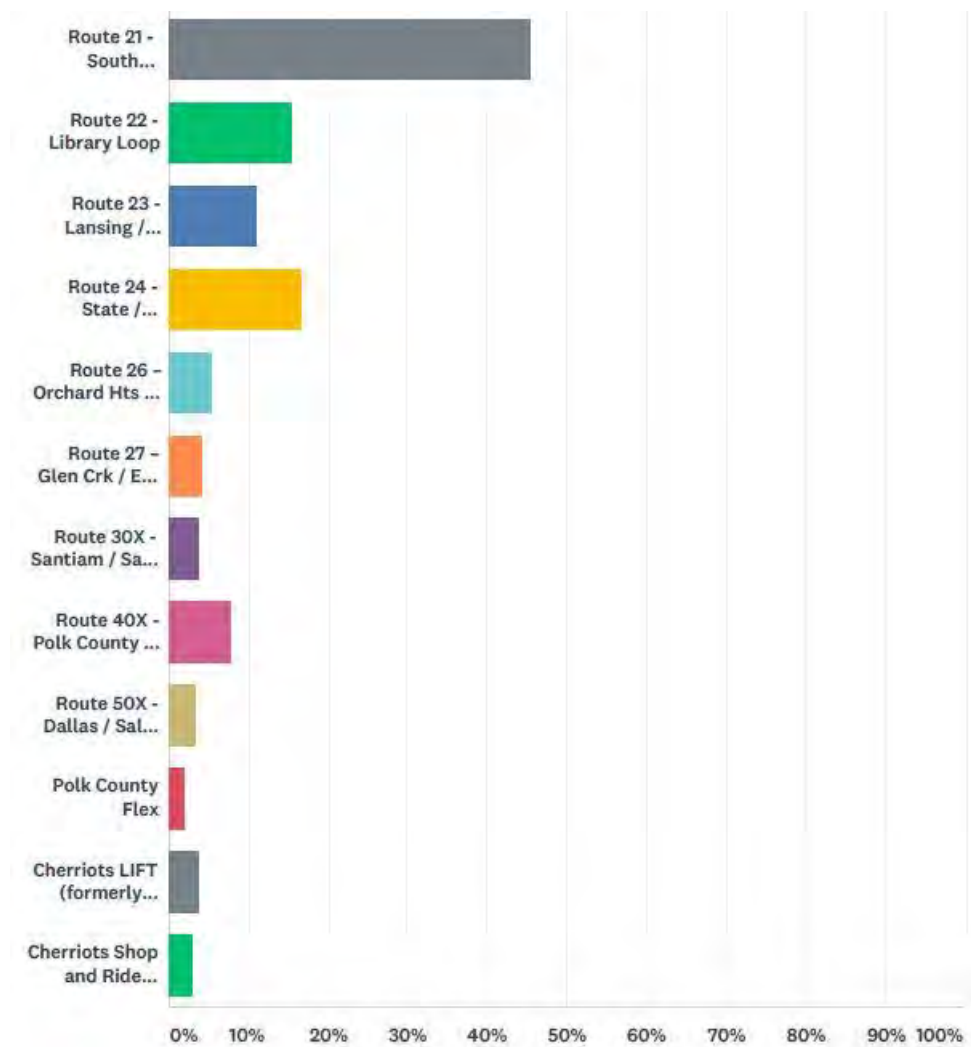


**Figure 10.** Question #9: What routes or services do you ride? Check all that apply.

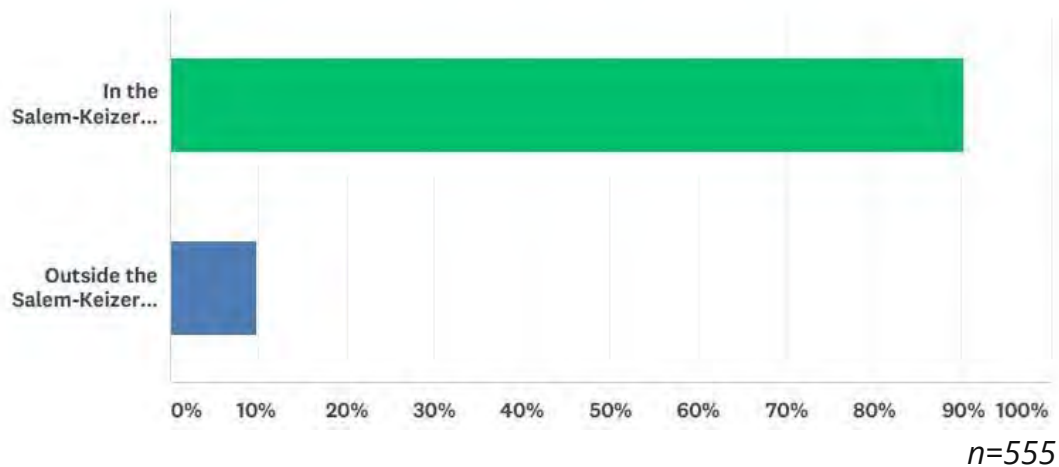




**Figure 10.** Question #9 (continued)



**Figure 11.** Question #14: Where do you live (inside or outside of the Salem-Keizer area)?



### 3.0 Data analysis and proposal revisions

The survey data presents the opportunity to weigh costs and benefits of each of the five proposed changes proposed for July 2019. The following section discusses these costs and risks, and makes recommendations for any revisions to the proposal that will go to the Cherriots Board for approval.

#### ***3.1 Costs of letting low-income individuals qualify for reduced fares***

According to the rider survey completed in 2016, about three quarters of adult fare riders are living at or below 200% of the Federal Poverty Level (FPL). Looking at the fare income received in fiscal year 2016, and assuming that 100% of those eligible would pay the reduced fare instead of a full fare, this implies that the District would have to supplement approximately \$449,000 in Statewide Transportation Improvement Fund (STIF) dollars for lost fare revenue each year.

This program would rely on existing social benefit programs in order to validate a customer's income. The programs displayed in Table 2 below are proposed for income proof:

**Table 2.** Qualifying programs that validate a person as having a low income

<b>Program</b>	<b>Income eligibility (FPL = Federal Poverty Level)</b>	<b>2018 Oregon household income for a single person</b>	<b>2018 Oregon household income for a family of four</b>
Supplemental Nutrition Assistance Program (SNAP)	185% FPL	\$22,464	\$46,440
Oregon Department of Education Child Nutrition Program (free and reduced price lunch)	Reduced price meals: 187% FPL Free meals: 132% FPL	Reduced price meals: \$22,311 Free meals: \$15,678	Reduced price meals: \$45,510 Free meals: \$31,980
Oregon Health Plan / Medicaid	Adults: 138% FPL Children: 300% FPL Pregnant women: 187% FPL	Adults: \$16,644 Children (family of two): \$49,536 Pregnant women: \$22,920	Adults: \$22,920 Children: \$75,036 Pregnant women: \$46,740
Oregon Temporary Assistance for Needy Families (TANF) or the Oregon Trail Card (EBT)	125% FPL (or 200% FPL with exceptions)	\$21,978 (\$23,760 with exceptions)	\$30,375 (\$48,600 with exceptions)

Customers would come in to Customer Service at the Downtown Transit Center and present a form of personal identification and proof that they receive benefits from one of the above programs. Program cards such as SNAP or EBT cards that do not have the person's name on them will not be accepted. Acceptance letters from the sponsoring organization must be provided in these cases. The Customer Service Representative would then issue them a reduced fare card in order for the drivers to know that they should allow them to pay only the reduced fare. This is the same card that disabled, seniors over 60, and Medicare card holders receive and does not identify them as a low income person.

### 3.1.1 Low-Income Fare Determination

In October, 2018, it was determined that the costs of implementing a low-income fare were too great in order to begin such a program in 2019, especially with the uncertainty of the STIF allocation dollar amounts. This fact was presented to the STIF Advisory Committee, which agreed that beginning the program should wait until the STIF formula allocation is better known.

## ***3.2 Costs of regional fare simplification***

Standardizing Cherriots Regional fares would simplify the fare structure and make it easier to communicate the cost to ride on a Cherriots Regional bus to customers. This will mean lower fares for Route 1X adult paying customers, but adults riding the contracted regional routes (10X, 20X, 30X, 40X, 50X, and Polk County Flex) who do not qualify for a reduced fare will pay a slightly higher fare (\$2.50 instead of \$2.25). The justification for this higher fare is that riders will be getting a higher level of service beginning in September 2019 with the service enhancements made as part of the A Better Cherriots changes. This will likely include Saturday service and an increased number of daily round trips on some regional routes.

As part of the simplification, reduced cash fares would be lowered to be a true half fare, where today the reduced fare is 67% of the adult fare. A combination of these changes for contracted regional and Route 1X fares would have a negative impact of \$7,415 per year. This would be partially offset by the establishment of the universal day and month passes as described in Section 3.3 below.

### 3.2.1 Regional Fare Simplification Determination

Simplifying the regional fare structure is highly desirable from a customer service standpoint, but the analysis required by the District's Title VI program shows that steps such as creating a universal day pass would disproportionately burden low-income riders. Without the option of a reduced fare where income could qualify a

rider for the lower fare, the District will not be able to provide a simpler fare structure for the regional system.

### ***3.3 Cost of establishment of the universal day pass and lowering the cost of the universal month pass***

Currently there is no day pass on Route 1X. The other regional routes have a day pass that costs \$4.50 (\$3 for reduced), but these day passes do not work on the 1X or on Cherriots Local routes. The day pass for Cherriots Local does not work on regional buses either. Riders would benefit from a fare product that allows them to ride on one pass for the entire day, no matter what service they ride.

Also, there is currently a universal month pass for \$85 (\$42.50 for reduced) that works on all Cherriots routes. There is also a month pass that only works on contracted regional routes for \$60 (\$30 for reduced).

Replacing the day pass of the contracted regional routes with a universal day pass at a low cost of \$5 (\$2.50 for reduced) would increase the mobility options for users who ride two or more of the three fixed-route Cherriots systems (Cherriots Local, Cherriots Regional, and Route 1X). People ineligible for the reduced fare would see an increase in the cost of a monthly pass from \$60 to \$75, but they would also get access to the entire system. To demonstrate the added value to this expansion of access, one could say that a person using a universal month pass has access to approximately seven times more bus service if one compares the Cherriots Local system revenue hours to the Cherriots Regional system. Even if a person who rides daily on Cherriots Regional buses only rides Local and Regional services five times in a month, it would be more economical to purchase the universal month pass when compared to the old Regional month pass plus five day passes on Cherriots Local. This makes this option very attractive to a large number of Cherriots Regional customers.

The projected annual cost to implement the universal day pass (\$5 for adults, \$2.50 for reduced) and lower the cost of the universal month pass (from \$85 to \$75 for adults) is a gain of revenue instead of a loss. This is due to the fact that more people purchase the contracted regional month passes than the universal month passes. The projected gain is \$2,503. Therefore, there is a net loss of \$4,912 due to the changes in Sections 3.2 and 3.3 (fare simplification and establishment of the universal day pass and lowering the cost of the universal month pass).

### 3.3.1 Universal day pass and lowering the cost of the universal month pass Determination

#### **3.4 Cost and concerns of offering free youth rides**

Currently large families have to spend a lot of money to ride on transit together. Children ride for free through age five, but after that they need a youth fare to ride. When a family has multiple children, the cost to ride can add up quickly and make driving seem much more cost-effective. The cost of the fares is especially burdensome for low-income families.

Additionally, it is costly for middle and high school students to ride the bus. The State of Oregon used to fund a program to give free bus passes to these students. When that program was discontinued in 2011, the drop in ridership Cherriots experienced was higher than the drop we saw when we eliminated Saturday service in 2009.

The strategy proposed to the public included free rides for all children ages 0-11 and middle and high school students who display a valid student ID to the driver. Reasons provided that support this change include:

- Making trips free for children 11 and younger would reduce the burden experienced by low-income families.
- Bringing back the middle and high school student bus pass program would give students access to school, before and after school activities, summer programs, and employment.
- Both programs would lead to more people riding the bus at a younger age, making it more likely they would ride as adults—and helping more riders in the community see the value of transit firsthand.

Disadvantages of letting youth ride for free were heard in the public outreach conducted in May and June 2018. People are concerned that youth will not be disciplined if they don't follow the rules of riding the bus. Another concern is that vagrancy of youth could convince good behaving riders (including youth) that the ride isn't safe and they will seek other options, lowering ridership. These are valid concerns, but not anything that could not be monitored and addressed through education and enforcement campaigns.

Overcrowding of buses around the times when schools let out could also happen, but this could be solved by providing overload "trippers" that are added on when needed.

The cost of providing a free youth pass is estimated at \$393,000 per year. However, if the goal of Cherriots is to increase ridership, this is a very easy way to accomplish this.

### 3.4.1 Free youth Ride Determination

The Cherriots Board weighed in to the idea of a free youth program at the October 8, 2018 Board Work Session. There, they voiced a desire to help youths have cheaper fares, but also voiced concerns for the concept of a free pass for all youth ages 0-18. Therefore, the final proposal was developed to provide a discount to youth ages 6-18, even lower than the reduced pass rate. This would help all families and make it easier for youth to get around via transit. The one-ride youth fare on Cherriots Local would be 50 cents, a day pass would cost \$1.00, and a 30-day pass would be only \$10.00 (compared to the reduced fare which would be 80 cents for one ride, \$1.50 for the day pass, and \$22.50 for a 30-day pass). Cherriots Regional youth fares would be \$1.00 for one-ride, \$2.00 for a day pass, and \$20 for a thirty-day pass (compared to the reduced fare of \$1.50 for one-ride, \$3.00 day pass, and \$30 day pass). The cost of implementing this youth program for Cherriots Local and Regional combined is estimated at \$139,055.

### ***3.5 Costs and Risk of Cherriots LIFT month pass***

Establishing a month pass for Cherriots LIFT customers was widely accepted as a good idea in the public outreach responses. Some people said that the proposed cost of \$90 per month was too expensive for riders. This product was proposed to close the gap of a potential equity issue when comparing complementary paratransit riders to Cherriots Local riders. However, this is not a product required by the Americans with Disabilities Act (ADA) or the FTA. Also, all other transit agencies in Oregon (other than TriMet) do not offer a monthly LIFT pass.

There is a high level of risk associated with establishing such a program because it is very difficult to estimate how many people would utilize the LIFT month pass. If more people decide to book trips more often, it could translate into higher operating costs (more vehicles and drivers needed in peak periods). Since the cost to the District to provide a one ride trip on Cherriots LIFT is over \$35, Cherriots should not do anything to increase the likelihood that ridership would increase. Therefore, the proposal to create a monthly Cherriots LIFT pass is recommended to be dropped. Fares would remain as-is at \$3.20 for one ride.

### ***3.6 Final Proposal***

As a result of the public comments received on the fare change survey, the Title VI fare equity analysis, and comments from the Board at the October Work Session, three changes from the original proposal are being proposed. First, instead of a low-income fare category, more service will be put on the road in Salem and Keizer for all customers. Since the base fares for Cherriots Local services are not changing, low-

income residents are receiving more value for their 30-day passes. Cash and day-pass customers have the increased opportunity to ride during the late evening hours (10-11pm) and on weekends and holidays. Additionally, the creation of a youth fare will provide relief to low income families by significantly reducing the cost of fares for their children.

Second, instead of offering a free youth pass for children and teens ages 0-18, more service will be provided in the Cherriots service areas and a new youth fare category will be instituted. This will make riding the bus more affordable for youth riders, especially the high school students who rely on the bus more than any other group in this category.

Third, because of the potential disproportionate burdens placed on low-income riders of Cherriots Regional services, the regional fare simplification proposal will be dropped. Only until the District can provide reduced fares for low-income individuals will it be possible under the current Disproportionate Burden for Fare Changes policy to raise the cash and month fares on the contracted regional buses. Also, the newly defined universal day pass will not be instituted without a low-income category for the reduced fare. The equity analysis also shows a possible disproportionate burden for that increase as well. Moreover, the fare survey data for the Cherriots Regional system does not represent a dataset with a confidence interval to the 95 percent confidence interval, which is called for in the current Title VI policies. Therefore, the contracted regional and Route 1X fares will remain the same.

Finally, the last change from the original proposal will be that there will not be a Cherriots LIFT month pass offered. This option was survey respondents' last priority, and there is significant risk that the Cherriots LIFT service would have to be expanded due to an increase of trips by current customers.

## **4.0 Title VI equity analysis**

In compliance with the adopted Cherriots Title VI Program and its associated policies 710 through 712, an analysis of the fare change as it relates to any potential disparate impacts to minorities and potential disproportionate burdens to low-income people must be made. Due to the fact that all fares are proposed to either stay the same or decrease, most riders will be benefiting from this change.

The fare equity analysis showed that there could be disparate impacts to minorities and disproportionate burdens for low income individuals with two of the fare change proposals. First, the idea of simplifying the Cherriots Regional system would mean



that riders on Route 1X buses would see a drop in the adult cash fare by 50 cents, but the contracted regional routes (10X, 20X, 30X, 40X, and 50X) would see an increase of 25 cents. Since there are many more minorities and low income people on the contracted regional routes, the analysis showed a potential disparate impact and disproportionate burden to the riders who would see an increase in fare. Per District Policies 711 (Disparate Impact for Fare Changes) and 712 (Disproportionate Burden for Fare Changes), these potential adverse effects must be either avoided, minimized, mitigated, or justified. To avoid the potential impacts and burdens, staff has decided to drop the proposal at this time.

Another issue found during this process is that the data set for the contracted regional routes from the rider survey in 2016 did not meet the requirement of statistical significance to the 95 percent confidence level (per policies 711 and 712). Staff has decided to avoid the impacts entirely by dropping the proposal for simplifying the regional fare structure at this time. Another survey will be taken in 2019, in which it is hoped to collect more surveys from the current contracted regional riders. After obtaining more data, the decision could be made within the constraints of policies 711 and 712.

Therefore, given the available data and the established methodology for evaluating equity of the proposed fare changes, the analysis shows that with the revised proposal all proposed changes for all fare categories have no potential disparate impacts to minorities and no potential disproportionate burdens for low-income individuals. The resulting table is provided as Appendix D for inspection.

# Appendices

Appendix A: History of Cherriots Fares

Appendix B: Fare Survey Forms (English & Spanish)

Appendix C: Summary of Survey Written Comments

Appendix D: Title VI Equity Analysis

## **Appendix A. History of Cherriots Fares**

The history of the last twenty years of Cherriots' fare changes adds context to the discussion. The following contains the history and background:

On September 25, 1998, the Board of Directors adopted Ordinance No. 97-01, to establish rate categories to impose fares or other user fees for the District's transportation services. By resolution, fares were increased five times since 1995. The base fare changes are listed below:

- from 75 cents to 85 cents in 2005
- from 85 cents to \$1.00 in 2006
- from \$1.00 to \$1.25 in 2008
- from \$1.25 to \$1.50 in 2010
- from \$1.50 to \$1.60 in January 2015

As part of the FY2006 budget process, the Board directed staff to evaluate fares every two years to assess the need for changes. This procedure was also recommended as a standard practice in the District's 2004 Strategic Business Plan. On February 23, 2012, the Board declared an emergency to supersede Ordinance No. 10-01 with the adoption of Ordinance No. 12-01 to implement an experimental change in youth fares for the purpose of increasing ridership. A temporary reduction in youth monthly and day passes was implemented for the period March - August 2012.

On August 23, 2012, the Board adopted Ordinance No. 2012-02 repealing Ordinance No. 2012-01 and reduced the number of fare options to simplify the fare structure to make it easier for customers to use and understand; and eliminated the youth fare category and charged youth fares at the same rate as reduced fares for seniors and people with disabilities.

The current fares were established with Ordinance 14-02 adopted by the Board on September 25, 2014.

## Appendix B. Survey Instrument English



### A BETTER CHERRIOTS – FARE PROPOSAL JULY 2019 FEEDBACK FORM

*With the passage of Oregon House Bill 2017 (HB 2017), Cherriots will be getting more resources in 2019 to provide a major expansion in service and address other longstanding needs. We have proposals for changes to fares beginning in July 2019. Please review the proposal at **[Cherriots.org/better](http://Cherriots.org/better)** and make your voice heard using this form.*

#### **First strategy: make it cheaper for low-income people to ride local and regional buses**

*Many low-income people struggle to find the money to ride the bus. The new State Transportation Improvement Fund (STIF) funding requires transit agencies to offer options for low-income households. Cherriots is proposing to add an additional qualification of "low-income household" as a qualification for a reduced fare.*

1. How do you feel about the proposal to allow low-income households who qualify for selected social service programs (exact programs to be determined at a later date) to qualify for reduced fares on all Cherriots Local and Regional buses?

- ☐ Strongly Like   ☐ Somewhat Like   ☐ Neutral   ☐ Somewhat Dislike  
☐ Strongly Dislike   ☐ Unsure

#### **Second strategy: simplify the fare structure**

2. The current fare structure for Cherriots Regional routes is complicated. Cherriots is proposing to simplify the fare structure by lowering the fare for Route 1X and raising fares for Routes 10X-50X and the Polk County Flex. [Note: adults qualifying for reduced fares based on income would ride one-way for \$1.25.]

How do you feel about the proposal to make the fares for Route 1X and other regional routes the same (\$2.50 for adults)? This would mean a reduction in the price for Route 1X\* and an increase for Routes 10X-50X and the Polk County Flex?

[\*Note: Route 1X buses are jointly operated by Cherriots and SMART, which have not yet finalized fare discussions.]

- ☐ Strongly Like   ☐ Somewhat Like   ☐ Neutral   ☐ Somewhat Dislike  
☐ Strongly Dislike   ☐ Unsure

**Third strategy: encourage transfers between local and regional buses**

3. It is quite costly with today's fares to ride two one-way trips on both Cherriots Local and Regional buses in a single day (\$7.70 combined for adults).

This makes it hard for people riding into Salem-Keizer from the rural cities to access jobs, medical, school, shopping, and recreational destinations. Cherriots is proposing to establish a universal day pass for \$5 (adults) good on all Cherriots Local and Regional buses (including Route 1X), and to lower the price for the universal month pass from \$85 (for adults) to \$75. How do you feel about this proposal?

- ☐ Strongly Like   ☐ Somewhat Like   ☐ Neutral   ☐ Somewhat Dislike  
☐ Strongly Dislike   ☐ Unsure

**Fourth strategy: encourage youth and families to ride transit**

4. Many families do not choose transit due to the high cost. Cherriots is proposing to make it free for children through age 11 and middle and high school students (including home-schooled kids) to ride for free. This will also provide a safe alternative for high school students who do not drive to get to school, jobs, shopping, and recreational activities. Youth ages 12-18 without a valid student ID card would pay the reduced fare.

*How do you feel about this proposal?*

- ☐ Strongly Like   ☐ Somewhat Like   ☐ Neutral   ☐ Somewhat Dislike  
☐ Strongly Dislike   ☐ Unsure

**Fifth strategy: make fares equitable for Cherriots LIFT customers**

5. Cherriots LIFT customers currently do not have the option of a month pass, which can be very costly if they ride on a daily basis. In addition, some LIFT customers ride Cherriots Regional buses as well, which makes the cost even more. How do you feel about the proposal to create a monthly universal pass for Cherriots LIFT customers, which would be good on all Cherriots LIFT, Local, and Regional buses for \$90/month?

- ☐ Strongly Like   ☐ Somewhat Like   ☐ Neutral   ☐ Somewhat Dislike  
☐ Strongly Dislike   ☐ Unsure

**Rank strategies 1 – 5**

6. Please rank (circle) the strategies in questions 1 through 5 above, with 1 as your most important and 5 as your least important.

1 2 3 4 5 Establish a month pass for Cherriots LIFT customers

- 1 2 3 4 5 Allow low-income riders to qualify for reduced fare on all Cherriots services
- 1 2 3 4 5 Allow children (0-11) and middle/high school students to ride for free
- 1 2 3 4 5 Simplify Cherriots Regional fare structure
- 1 2 3 4 5 Establish a universal day pass to encourage transfers between local and regional buses

7. What changes, if any, would you make to the fare change proposal?

---

---

---

---

---

---

---

---

---

---

PLEASE HELP US LEARN MORE ABOUT YOU

*These questions are optional to help us learn more about you.*

8. Generally, how often do you ride the bus?

☐ Less than once a month    ☐ Less than once a week    ☐ 1-3 days a week

☐ 4-5 days a week    ☐ Daily    ☐ I do not ride the bus

9. What routes or services do you ride? *Check all that apply.*

- ☐ Route 1X - Wilsonville / Salem
- ☐ Route 2 - Market / Brown
- ☐ Route 3 - Portland Road
- ☐ Route 4 - State Street
- ☐ Route 5 - Center Street
- ☐ Route 6 - Mission / Fairview Ind.
- ☐ Route 7 - Mission / Hawthorne
- ☐ Route 8 - 12th / Liberty
- ☐ Route 9 - Cherry / River Road
- ☐ Route 10X - Woodburn / Salem
- ☐ Route 11 - Lancaster / Verda
- ☐ Route 12 - Hayesville
- ☐ Route 13 - Silverton Road
- ☐ Route 14 - Windsor Island

- ☐ Route 19 - Broadway / River
- ☐ Route 20X - N. Marion Co. / Salem
- ☐ Route 21 - South Commercial
- ☐ Route 22 - Library Loop
- ☐ Route 23 - Lansing / Hawthorne
- ☐ Route 24 - State / Lancaster
- ☐ Route 26 - Orchard Hts / Glen Crk
- ☐ Route 27 - Glen Crk / Eola Dr
- ☐ Route 30X - Santiam / Salem
- ☐ Route 40X - Polk County / Salem
- ☐ Route 50X - Dallas / Salem
- ☐ Polk County Flex
- ☐ Cherriots LIFT  
(formerly CherryLift)

- ☐ Route 16 - Wallace Road
- ☐ Route 17 - Edgewater / Gerth
- ☐ Route 18 - 12th / Liberty

- ☐ Cherriots Shop and Ride  
(formerly RED Line)

10. First name:

---

11. Last name:

---

12. Email:

---

13. Phone number:

---

14. Where do you live?

- ☐ In the Salem-Keizer area
- ☐ Outside the Salem-Keizer area

Once complete, return to  
**Cherriots Customer Service** by **Friday, June 8.**  
Alternatively, fill out the feedback form online at  
**[Cherriots.org/better](https://cherriots.org/better)**

**FOR ADMIN USE ONLY**

Date Received \_\_\_ / \_\_\_ / \_\_\_\_ Comment Number \_\_\_\_

☐ Entered into SurveyMonkey

☐ Customer service    ☐ Event \_\_\_\_\_



## Spanish



### FORMULARIO DE COMENTARIOS PARA "A BETTER CHERRIOTS" - PROPUESTA DE TARIFA PARA JULIO 2019

*Cherriots no ha cambiado sus tarifas desde enero de 2015. Debido al nuevo dinero estatal aprobado el año pasado por House Bill 2017, Cherriots podrá mejorar el servicio a partir de septiembre de 2019 utilizando el nuevo Fondo Estatal de Mejoras de Transporte (STIF, por sus siglas en inglés). En **Cherriots.org/better** se pueden encontrar los detalles de los cambios en el servicio, así como la propuesta completa de cambios en las tarifas. Dado que los ingresos de tarifas son una parte integral de la ecuación para determinar cuánto servicio de autobús se puede proporcionar, Cherriots está solicitando comentarios a la comunidad antes de cambiar las tarifas en julio de 2019.*

#### **Primera estrategia: hacer que sea más barato para las personas de bajos ingresos viajar en autobuses de Cherriots Local y Cherriots Regional**

*Muchas personas de bajos ingresos luchan por obtener el dinero para viajar en el autobús. El nuevo financiamiento de STIF del Estado requiere que las agencias de transporte público ofrezcan opciones para los hogares de bajos ingresos. La siguiente figura muestra la calificación adicional de "hogar de bajos ingresos" como calificador para una tarifa reducida:*

Calificaciones de Descuento	
<b>Gratis</b>	0-11 años Secundaria/Preparatoria
<b>Reduced</b>	12-18 años 60+ años Titulares de Medicare Discapacitados Bajos Recursos

1. ¿Qué opina acerca de la propuesta de permitir que los hogares de bajos ingresos que califican para los programas de servicios sociales seleccionados (los programas exactos se determinen en una fecha posterior) califiquen para tarifas reducidas en todos los autobuses locales y regionales de Cherriots?

- ☐ Me gusta mucho    ☐ Me gusta parcialmente    ☐ Neutral    ☐ Me disgusta parcialmente  
☐ No me gusta para nada    ☐ No estoy seguro

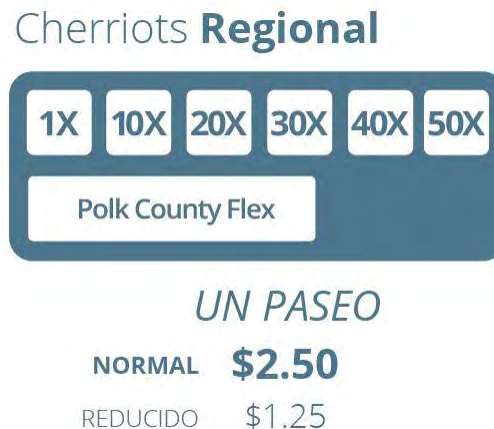
## Segunda estrategia: simplificar la estructura de las tarifas

La estructura actual de tarifas para las rutas regionales de Cherriots es complicada. El siguiente diagrama muestra la propuesta para simplificar la estructura tarifaria al reducir la tarifa para la Ruta 1X y aumentar las tarifas para las Rutas 10X, 20X, 30X, 40X, 50X, y Polk County Flex. [Nota: los adultos que califiquen para tarifas reducidas basadas en los ingresos viajarían en un solo viaje por \$ 1,25.]

### Actualmente:



## Propuesto:



2. ¿Qué opina acerca de la propuesta de igualar las tarifas para la Ruta 1X y otras rutas de Cherriots Regional (\$ 2,50 para adultos)? Esto significaría una reducción en el precio de la Ruta 1X\* y un aumento en las Rutas 10X, 20X, 30X, 40X, 50X, y Polk County Flex.

[\*Nota: Los autobuses de la ruta 1X son operados conjuntamente por Cherriots y SMART, que aún no han finalizado las discusiones de tarifas].

☐ Me gusta mucho   ☐ Me gusta parcialmente   ☐ Neutral   ☐ Me disgusta parcialmente

☐ No me gusta para nada   ☐ No estoy seguro

### **Tercera estrategia: fomentar las transferencias entre los autobuses de Cherriots Local y Cherriots Regional**

*Es bastante costoso con las tarifas actuales viajar en dos viajes de ida en los autobuses de Cherriots Local y Cherriots Regionales en un solo día (\$ 7,70 combinados para adultos). Esto dificulta que las personas que viajan a Salem y Keizer desde las ciudades rurales accedan a empleos, centros médicos, escuelas, centros comerciales, y destinos recreativos. La siguiente figura muestra el cambio de las tarifas existentes a las tarifas propuestas:*

**Actualmente:**



**Propuesto:**



3. ¿Qué opina sobre crear un pase universal de un día por \$ 5 (adultos) válido en todos los autobuses de Cherriots Local y Cherriots Regional (incluida la ruta 1X) y reduciendo el precio del pase universal mensual de \$ 85 (para adultos) a \$ 75?

- ☐ Me gusta mucho    ☐ Me gusta parcialmente    ☐ Neutral    ☐ Me disgusta parcialmente
- ☐ No me gusta para nada    ☐ No estoy seguro

**Cuarta estrategia: alentar a los jóvenes y a las familias a viajar en transporte público**

*Muchas familias no eligen el transporte público debido al alto costo. Cherriots propone que sea gratuito para los niños viajen de hasta 11 años de edad, y para los estudiantes de escuela intermedia y secundaria (incluidos los niños que estudian en casa) que viajen gratis. Esto también proporcionará una alternativa segura para los estudiantes de secundaria que no conducen para llegar a la escuela, trabajos, centros comerciales, y actividades recreativas. Los jóvenes de entre 12 y 18 años de edad sin una tarjeta de*

identificación de estudiante válida pagarían la tarifa reducida. El siguiente gráfico muestra las categorías de viajes de tarifas gratuitas o reducidas:

Calificaciones de Descuento	
<b>Gratis</b>	0-11 años Secundaria/Preparatoria
<b>Reduced</b>	12-18 años 60+ años Titulares de Medicare Discapacitados Bajos Recursos

4. ¿Qué opina sobre esta propuesta?

- ☐ Me gusta mucho    ☐ Me gusta parcialmente    ☐ Neutral    ☐ Me disgusta parcialmente
- ☐ No me gusta para nada    ☐ No estoy seguro

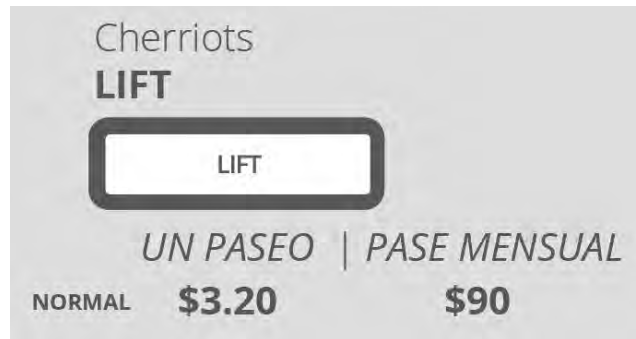
#### **Quinta estrategia: hacer las tarifas equitativas para los clientes de Cherriots LIFT**

*Los clientes de Cherriots LIFT actualmente no tienen la opción de un pase de un mes, lo que puede ser muy costoso si viajan diariamente. Además, algunos clientes de LIFT viajan en los autobuses de Cherriots Regional, lo que hace que el costo sea aún mayor. La siguiente figura muestra las tarifas actuales y propuestas para los clientes de LIFT:*

**Actualmente:**



## Propuesto:



5. ¿Qué opina sobre la propuesta de crear un pase universal mensual para los clientes de Cherriots LIFT, que sería bueno para todos los autobuses Cherriots LIFT, locales, y regionales por \$ 90 al mes?

☐ Me gusta mucho   ☐ Me gusta parcialmente   ☐ Neutral   ☐ Me disgusta parcialmente

☐ No me gusta para nada   ☐ No estoy seguro

## Clasifique las estrategias del 1 al 5

6. Clasifique las estrategias en las preguntas 1 a 5 abajo, con 1 como la más importante y 5 como la menos importante.

1 2 3 4 5 Simplificar la estructura regional de tarifas de Cherriots

1 2 3 4 5 Establecer un pase universal de un día para fomentar las transferencias entre los autobuses de Cherriots Local y Cherriots Regional

1 2 3 4 5 Permitir que los pasajeros de bajos ingresos califiquen para tarifas reducidas en todos los servicios de Cherriots

1 2 3 4 5 Permitir que niños de 0-11 años y estudiantes de escuelas secundaria/preparatoria viajen gratis

1 2 3 4 5 Establecer un pase universal de mes para los clientes de Cherriots LIFT

7. ¿Qué cambios, en su caso, haría a la propuesta de cambio de tarifas?

---

---

---

---

---

---

---

---

---

---

#### AYÚDENOS A SABER MÁS SOBRE USTED

*Estas preguntas son opcionales para ayudarnos a saber más sobre usted.*

8. Generalmente, ¿con cuánta frecuencia viaja en bus?

- ☐ Menos de una vez al mes    ☐ Menos de una vez a la semana  
☐ De 1 a 3 días a la semana    ☐ De 4 a 6 días a la semana  
☐ Diariamente    ☐ No viajo en bus

9. ¿En cuáles rutas o servicios viaja? *Marque todas las que aplican.*

- |   |   |
|---|---|
| <input type="checkbox"/> Ruta 1X - Wilsonville / Salem    | <input type="checkbox"/> Ruta 19 - Broadway / River       |
| <input type="checkbox"/> Ruta 2 - Market / Brown          | <input type="checkbox"/> Ruta 20X - N. Marion Co. / Salem |
| <input type="checkbox"/> Ruta 3 - Portland Road           | <input type="checkbox"/> Ruta 21 - South Commercial       |
| <input type="checkbox"/> Ruta 4 - State Street            | <input type="checkbox"/> Ruta 22 - Library Loop           |
| <input type="checkbox"/> Ruta 5 - Center Street           | <input type="checkbox"/> Ruta 23 - Lansing / Hawthorne    |
| <input type="checkbox"/> Ruta 6 - Mission / Fairview Ind. | <input type="checkbox"/> Ruta 24 - State / Lancaster      |
| <input type="checkbox"/> Ruta 7 - Mission / Hawthorne     | <input type="checkbox"/> Ruta 26 - Orchard Hts / Glen Crk |



- ☐ Ruta 8 - 12th / Liberty
- ☐ Ruta 9 - Cherry / River Road
- ☐ Ruta 10X - Woodburn / Salem
- ☐ Ruta 11 - Lancaster / Verda
- ☐ Ruta 12 - Hayesville
- ☐ Ruta 13 - Silverton Road
- ☐ Ruta 14 - Windsor Island
- ☐ Ruta 16 - Wallace Road
- ☐ Ruta 17 - Edgewater / Gerth
- ☐ Ruta 18 - 12th / Liberty

- ☐ Ruta 27 - Glen Crk / Eola Dr
- ☐ Ruta 30X - Santiam / Salem
- ☐ Ruta 40X - Polk County / Salem
- ☐ Ruta 50X - Dallas / Salem
- ☐ Polk County Flex
- ☐ Cherriots LIFT
- ☐ Cherriots Shop and Ride

10. Primer nombre:

---

11. Apellido:

---

12. Correo electrónico: -

---

---

13. Número de teléfono:

---

---

14. ¿Dónde vive?

☐ En el área de Salem-Keizer

☐ Fuera del área de

Salem-Keizer

Una vez completo, devolver a  
**Servicio de Atención al Cliente de Cherriots** antes del **viernes, 8 de junio**.

Alternativamente, complete el formulario de comentarios en línea en

**[Cherriots.org/better](https://cherriots.org/better)**

**PARA USO DE LA ADMINISTRACIÓN ÚNICAMENTE**

Date Received \_\_\_ / \_\_\_ / \_\_\_\_ Comment Number \_\_\_\_

☐ Entered into SurveyMonkey

☐ Customer service    ☐ Event \_\_\_\_\_

## Appendix C. Summary of Survey Written Comments

Fare Outreach Comment Summary (taken from 210 comments received)									
Count	Comment								
50	Cheaper fares needed	Lower adult day pass	Lower one ride prices	Lower all fares to reduced rate to minimize complexity	Reduced fare needed for college students	LI families			
		2	1	2	15	3			
		Monthly passes	Cherriots LIFT day and one ride fares should be reduced	Disabled riders	Accept food cans if rider unable to pay in cash	Cheaper annual pass			
		5	1	3	1	2			
		Free for everyone	Free for seniors over 80 years old	Include students in adult transition programs	Free for LI people instead of reduced	Reduced fares for low income			
		2	2	1	2	1			
		Reinstate the State employee bus pass program	Change senior age cutoff to 55+	Free for disabled and medicare riders	Cheaper than proposal needed	LIFT riders			
		1	2	1	3				
15	Technology requests								
	Implement efare technology	Free wifi	Pass cards with money loaded on them						
	12	1	2						
13	No free youth fare								
	Children 5-11 should pay \$1 for day pass	Middle/HS students will stop riding at 19 once they have to start paying	Middle/HS kids can pay reduced fare	Youth should pay unless LI					
	1	1	4	3					
	Vagrancy on buses will increase if this is implemented	Kids already get a good break and don't need a free fare	Kids 0-11 should be required to ride the bus with a paying adult for safety	Buses will be full					
	1	1	1						
10	Cherriots LIFT month pass								
	Too expensive	For LIFT month pass, offer reduced fare as well as full fare based on Cherriots Local reduced fare categories	Rather than the LIFT month pass, offer a discounted ticket book good for 15 rides						
	8	1	1						
6	Even increments desired								
	Increments of 25 cents desired	Increments of \$1 desired							
	5	1							
3	Ticket books								
	Books of tickets for Route 1X buses	One-ride tickets should be available							
	1	2							
3	Route 1X suggestions								
	Call button for 1X to go to KTC and pickup riders (50 cent surcharge)	Increase the number of locations where passes are sold	Books of tickets						
	2	1	1						
3	Bring back paper transfers with time limits								
2	Have a weekly pass option								
2	30-day pass is actually a 22-day pass								
2	Low income and free youth fares will take away service for the rest of the riders								
1	Everyone should have a monthly pass option								
1	Encourage employers to cover transit pass costs								
1	Increase service on 60-min. routes before lowering anybody's fare								
1	Encourage choice riders with incentives like getting half price on your 30-day pass if you ride 20 times the previous month								
1	Medicaid should qualify for LI fare								
1	Create a universal annual pass for \$600-650 for adults and \$300-325 for reduced								
1	Color coding for passes preferred								
1	Large font on passes for sight-impaired requested								
1	Business tax preferred over property tax								
1	Children in an alternative education program should ride for free								
1	Offer gift cards								
1	Reinstate fareless square for downtown Salem								
1	Make bicycles pay a surcharge								
1	LI people who really need the benefit may not qualify for other state/fed. programs or they can't get through the paperwork, so doesn't make sense to offer LI qualifier for reduced fare								
1	Change regional month passes to 30-day passes								
1	Model TriMet fare structure								
1	Raise the age for seniors to qualify for reduced fare to 65								
1	Two out of 5-day pass needed								
46	Service suggestions	Later regional bus trips	Extended evenings needed	7-day service needed	Easier for disabled people to board/deboard buses	Event shuttles for Riverfront park needed			
		1	9	23	1	1			
	Cherriots Regional should serve McMinnville	Extend 30X to Detroit	Route 10X should leave after 5pm	Expand West Salem coverage	Serve colleges when according to class schedules				
	1	1	1	2	1				
	More benches at stops	Too many strollers take up disabled seating area and are not expected to move for wheelchairs	Improve frequency to increase ridership (attract nonriders)	Use 35' pillars on regional routes					
	1	1	2						
5	On-board experience suggestions								
	Wait for pax to sit down before going	Have people stay in their seats	Zero tolerance for mis-behavior	More courtesy towards moms with babies					
	1	1	2	1					
2	Safety								
	For women and children	Keep video surveillance longer							
	1	1							

## Appendix D. Title VI Equity Analysis

			Cost				Demographics										
							MINORITY					LOW-INCOME					
			Current	Proposal	Net Change	Percent Change	Minority	Percent Minority	Non-Minority	Percent Non-Minority	Significant at 95% Confidence	Low-Income	Percent Low-Income	Higher Income	Percent Higher Income	Significant at 95% Confidence	
Cherriots Local	Adult / Full	Cash (1-Ride)	\$1.60	\$1.60	\$0.00	0.0%	78	31.6%	84	22.6%	Yes	26	21.1%	70	31.5%	Yes	
		1-Day Pass	\$3.25	\$3.25	\$0.00	0.0%	111	44.9%	151	40.6%	Yes	51	41.5%	93	41.9%	Yes	
		Month Pass	\$45.00	\$45.00	\$0.00	0.0%	57	23.1%	131	35.2%	Yes	45	36.6%	57	25.7%	Yes	
		Universal Month Pass	\$85.00	\$75.00	-\$10.00	-11.8%	1	0.4%	1	0.3%	No	0	0.0%	1	0.5%	No	
		Annual Pass	\$540.00	\$540.00	\$0.00	0.0%	0	0.0%	5	1.3%	No	1	0.8%	1	0.5%	No	
		Total					247		372			123		222			
	Reduced / Youth	Reduced Cash (1-Ride)	\$0.80	\$0.80	\$0.00	0.0%	8	4.7%	4	1.4%	No	3	2.9%	6	9.4%	No	
		Youth Cash (1-Ride)	\$0.80	\$0.50	-\$0.30	-37.5%	5	2.9%	12	4.3%	No	1	1.0%	1	1.6%	No	
		Reduced 1-Day Pass	\$1.50	\$1.50	\$0.00	0.0%	42	24.6%	77	27.9%	Yes	43	41.7%	30	46.9%	No	
		Youth 1-Day Pass	\$1.50	\$1.00	-\$0.50	-33.3%	72	42.1%	18	6.5%	Yes	3	2.9%	1	1.6%	No	
Reduced Month Pass		\$22.50	\$22.50	\$0.00	0.0%	23	13.5%	123	44.6%	Yes	48	46.6%	19	29.7%	No		
Youth Month Pass		\$22.50	\$10.00	-\$12.50	-55.6%	21	12.3%	27	9.8%	Yes	4	3.9%	1	1.6%	No		
Annual Pass		\$270.00	\$270.00	\$0.00	0.0%	0	0.0%	15	5.4%	No	1	1.0%	6	9.4%	No		
		Total					171		276			103		64			
Cherriots Regional	Adult / Full	Cash (1-Ride)	\$2.25	\$2.35	\$0.10	4.4%	13.6	50.0%	13.6	50.0%	No	12.5	57.1%	9.40	42.9%	No	
		(Univ.) 1-Day Pass	\$4.50	\$5.00	\$0.50	11.1%	0	0.0%	14.4	100.0%	No	3.33	75.0%	1.11	25.0%	No	
		(Univ.) Month Pass	\$60.00	\$75.00	\$15.00	25.0%	2.50	13.3%	16.3	86.7%	No	0	0.0%	8.75	100.0%	No	
		(Exist.) Univ. Month Pass	\$85.00	\$75.00	-\$10.00	-11.8%	1.76	13.3%	11.5	86.7%	No	4.41	62.5%	2.65	37.5%	No	
			Total					17.8		55.7			20.3		21.9		
	Reduced / Youth	Reduced Cash (1-Ride)	\$1.50	\$1.25	-\$0.25	-16.7%	0.83	20.0%	3.33	80.0%	No	3.3	100.0%	0	0.0%	No	
		Youth Cash (1-Ride)	\$1.50	\$1.00	-\$0.50	-33.3%	2.67	50.0%	2.67	50.0%	No	0	0.0%	0	0.0%	No	
		Reduced 1-Day Pass	\$3.00	\$2.50	-\$0.50	-16.7%	0.83	20.0%	3.33	80.0%	No	0.8	50.0%	0.83	50.0%	No	
		Youth 1-Day Pass	\$3.00	\$2.00	-\$1.00	-33.3%	0.67	20.0%	2.67	80.0%	No	0	0.0%	0	0.0%	No	
		Reduced Month Pass	\$30.00	\$37.50	\$7.50	25.0%	6.25	55.6%	5.00	44.4%	No	5.0	57.1%	3.75	42.9%	No	
		Youth Month Pass	\$30.00	\$20.00	-\$10.00	-33.3%	0.67	20.0%	2.67	80.0%	No	0	0.0%	0	0.0%	No	
		Red. Univ. Month Pass	\$42.50	\$37.50	-\$5.00	-11.8%	0.00	0.0%	3.53	100.0%	No	1.8	100.0%	0	0.0%	No	
		Youth Univ. Month Pass	\$42.50	\$20.00	-\$22.50	-52.9%	0.00	0.0%	1.88	100.0%	No	0.5	100.0%	0	0.0%	No	
			Total					11.9		25.1			11.4		4.58		
		Route 1X	Adult / Full	Cash (1-Ride)	\$3.00	\$2.50	-\$0.50	-16.7%	3.33	66.7%	1.67	33.3%	No	1.7	33.3%	3.33	66.7%
Universal Month Pass	\$85.00			\$75.00	-\$10.00	-11.8%	4.41	22.7%	15.0	77.3%	Yes	1.8	11.1%	14.1	88.9%	No	
	Total							7.75		16.7			3.43		17.5		
Reduced / Youth	Reduced Cash (1-Ride)		\$1.50	\$1.25	-\$0.25	-16.7%	0.00	0.0%	1.67	100.0%	No	0.8	100.0%	0.83	100.0%	No	
	Youth Cash (1-Ride)		\$1.50	\$1.00	-\$0.50	-33.3%	0.00	0.0%	0.00	0.0%	No	0.0	0.0%	0	0.0%	No	
			Total					0.00		1.67			0.8		0.83		
Regional and 1X Combined																	
	Adult / Full	Cash (1-Ride)	\$2.25	\$2.50	\$0.25	11.1%	14.4	50.0%	14.4	50.0%	No	13.3	57.1%	10.00	42.9%	No	
		(Univ.) 1-Day Pass	\$4.50	\$5.00	\$0.50	11.1%	0.00	0.0%	5.56	100.0%	No	3.3	75.0%	1.11	25.0%	No	
		(Univ.) Month Pass	\$60.00	\$75.00	\$15.00	25.0%	2.50	28.6%	6.25	71.4%	No	0.0	0.0%	8.75	100.0%	No	

		Cost				Demographics										
		Current	Proposal	Net Change	Percent Change	MINORITY				Significant at 95% Confidence	LOW-INCOME					
						Minority	Percent Minority	Non-Minority	Percent Non-Minority		Low-Income	Percent Low-Income	Higher Income	Percent Higher Income	Significant at 95% Confidence	
Adult / Full	(Exist.) Univ. Month Pass	\$85.00	\$75.00	-\$10.00	-11.8%	1.76	20.0%	7.06	80.0%	No	4.4	62.5%	2.65	37.5%	No	
	Cash (1-Ride)	\$3.00	\$2.50	-\$0.50	-16.7%	3.33	66.7%	1.67	33.3%	No	1.7	33.3%	3.33	66.7%	No	
	Universal Month Pass	\$85.00	\$75.00	-\$10.00	-11.8%	4.41	22.7%	15.0	77.3%	Yes	1.8	11.1%	14.1	88.9%	No	
	Total					26.5		50.0			24.5		40.0			
Reduced / Youth	Reduced Cash (1-Ride)	\$1.50	\$1.25	-\$0.25	-16.7%	0.83	20.0%	3.33	80.0%	No	3.33	100.0%	0.0	0.0%	No	
	Youth Cash (1-Ride)	\$1.50	\$1.00	-\$0.50	-33.3%	2.67	66.7%	1.33	33.3%	No	0.00	0.0%	0.0	0.0%	No	
	Reduced 1-Day Pass	\$3.00	\$2.50	-\$0.50	-16.7%	0.83	33.3%	1.67	66.7%	No	0.83	50.0%	0.8	50.0%	No	
	Youth 1-Day Pass	\$3.00	\$2.00	-\$1.00	-33.3%	0.67	100.0%	0.0	0.0%	No	0.00	0.0%	0.0	0.0%	No	
	Reduced Month Pass	\$30.00	\$37.50	\$7.50	25.0%	6.25	50.0%	6.25	50.0%	No	5.00	57.1%	3.8	42.9%	No	
	Youth Month Pass	\$30.00	\$20.00	-\$10.00	-33.3%	0.67	100.0%	0.0	0.0%	No	0.00	0.0%	0.0	0.0%	No	
	Red. Univ. Month Pass	\$42.50	\$37.50	-\$5.00	-11.8%	0	0.0%	1.76	100.0%	No	1.76	100.0%	0.0	0.0%	No	
	Youth Univ. Month Pass	\$42.50	\$20.00	-\$22.50	-52.9%	0	0.0%	0.47	100.0%	No	0.47	100.0%	0.0	0.0%	No	
	Reduced / Youth	Reduced Cash (1-Ride)	\$1.50	\$1.25	-\$0.25	-16.7%	0	0.0%	1.67	100.0%	No	0.83	50.0%	0.8	50.0%	No
	Youth Cash (1-Ride)	\$1.50	\$1.00	-\$0.50	-33.3%	0	0.0%	0.0	0.0%	No	0.00	0.0%	0.0	0.0%	No	
	Total					11.9		16.5			12.2		5.4			



## **Attachment L: Title VI policies**

The following are copies of the signed SAMTD Title VI policies:

1. 705 – System-wide service standards
2. 706 – System-wide service policies
3. 707 – Major service changes
4. 708 – Disparate impact for service changes
5. 709 – Disproportionate burden for service changes
6. 710 – Fare changes
7. 711 – Disparate impact for fare changes
8. 712 – Disproportionate burden for fare changes



<b>Policy:</b> Systemwide Service Standards		<b>Number: 705</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 1 of 6

**705.01 PURPOSE**

The purpose of this policy is to require the District to establish and maintain certain system-wide service standards, and to comply with Title VI rules and regulations.

**705.02 APPLICATION**

All matters related to guide the management of system-wide service standards as is required by Federal regulations contained in 49 USC §5307 (c)(1)(i), Title VI of the Civil Rights Act of 1964, 42 USC §2000d et seq, Federal Transit Laws, 49 USC 53, 49 CFR §1.51, and 49 CFR part 21. See FTA circular 4702.1B dated October 1, 2012 for details.

**705.03 DEFINITIONS****A. Service Standard**

1. A set of service indicators for measuring performance or accessibility traits of the transit network. These indicators include the following:
  - a. Vehicle load
  - b. Vehicle headway
  - c. On-time performance
  - d. Service availability

**705.04 GENERAL RULE****A. Requirement to Establish Service Standards**

1. Title VI regulations require transit operators to develop a set of service standards and policies, designed and implemented

<b>Policy:</b> Systemwide Service Standards		<b>Number: 705</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 2 of 6

to help assure that federally-funded transit services are provided in a manner that ensures that no person shall, on the basis of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance from the Federal Transit Administration. FTA circular 4702.1B suggests four service indicators as significant for monitoring public transit's compliance with Title VI, and recommends that policies and standards be developed for these indicators.

## **B. Title VI Indicators**

### **1. Vehicle load**

- a. SAMTD will assign a sufficient sized vehicle, or frequency of vehicles, to routes in a manner that will minimize overcrowding of buses through all portions of the SAMTD service area.
- b. Additional service will be considered when load levels routinely exceed 1.5 times the seated capacity of the vehicle for local fixed routes and 1.0 times the seated capacity for regional express routes. Additional service will be considered when customers must routinely stand longer than 20 minutes on an individual trip.
- c. Transit operators are required to radio dispatch if they have a full load and must pass up anyone. SAMTD considers a full bus to have a load factor of 1.5 for local fixed route service and 1.0 for regional express service. This load standard does not apply to special event service or shuttles.

<b>Policy:</b> Systemwide Service Standards		<b>Number: 705</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 3 of 6

## 2. Service Frequency

### a. Service Day Periods

Distinct route structures and frequencies may be provided during different time periods of the service day. Where possible, route structures should remain consistent between time periods to promote usability and clarity. The service day may contain three separate periods of time:

1. Daytime service - 5:00 a.m. - 7:00 p.m.
2. Evening service - 7:00 p.m. - 11:00 p.m.
3. Night service - 11 p.m. - 5:00 a.m.

### b. Service Day Types

Distinct route structures and frequencies may be provided during different types of service days. Where possible, route structures should remain consistent to promote usability and clarity. The four types of service days may include: Weekday, Saturday, Sunday or Holiday service.

### c. Consistent Frequency

Transit service will be deployed where it will provide the greatest use to the most people for access to the most activities and jobs. As one of the strongest drivers for high ridership, where possible and practical, route frequency should remain consistent throughout the



<b>Policy:</b> Systemwide Service Standards		<b>Number: 705</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 4 of 6

service day period.

**d. Route Types**

SAMTD will maintain four types of routes, generally aligned with the frequency of service provided:

1. **15-minute frequency (4 trips per hour)** - Often referred to as Corridor service, 15-minute frequency routes provide reliable, frequent service along corridors. 15-minute frequency routes should be deployed with an expectation of relative high ridership, above 25 boardings per revenue hour.
2. **30-minute frequency (2 trips per hour)** - Often referred to as Connector service, 30-minute frequency routes provide reliable connectivity to Transit Centers or to 15-minute frequency routes. 30-minute frequency routes should be deployed with an expectation of moderately high ridership, with a minimum of 20 boardings per revenue hour.
3. **60-minute frequency (1 trip per hour)** - Often referred to as Circulator or Coverage service, 60-minute frequency routes provide service coverage over large areas and provide critical life-line connectivity to many sections of the community. 60-minute frequency routes should be deployed with an expectation of moderate ridership, with a minimum of 10 boardings per revenue hour.

<b>Policy:</b> Systemwide Service Standards		<b>Number: 705</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 5 of 6

4. ***Commuter/Tripper (various)*** - Commuter and tripper routes provide connectivity to a specific, remote location or provide service at particular times when significant travel demand is expected. Commuter/Tripper routes typically have few trips throughout the day. Commuter/Tripper routes should be deployed with an expectation of moderately high ridership, with a minimum of 20 boardings per revenue hour.

**3. On-time Performance**

90% of buses will arrive no later than four minutes after their scheduled end-of-trip arrival time. 100% of buses will not depart before their scheduled start-of-trip departure time. 90% of buses will depart within four minutes of their scheduled start-of-trip departure time. The number of missed trips will be less than 0.5% of total scheduled trips. Road calls will occur less frequently than every 4,000 vehicle miles.

**4. Service Availability**

In the urban area, 75 percent of revenue hours will be deployed with a focus on ridership, predominantly on high demand corridors. This service will include 15-minute frequency routes, commuter/tripper routes, and limited 30-minute frequency routes which are expected to provide overall high ridership. The remaining 25 percent of urban revenue hours will be allocated to service which provides needed coverage throughout the community without

<b>Policy:</b> Systemwide Service Standards		<b>Number: 705</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 6 of 6

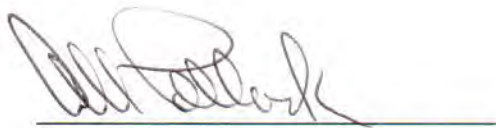
consideration for expected boardings per revenue hour. This service will predominantly include 60-minute and 30-minute frequency routes. An entire route or individual segments of a route may be classified as either Ridership or Coverage focused.

90% of the residents within the Salem-Keizer UGB should have transit service along a major arterial, minor arterial, or collector serving their residential area; in areas where service can't come within one-half mile of the residential area, a park and ride lot should be available on the route closest to the unserved area.

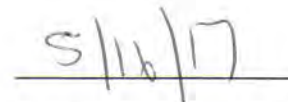
#### **705.05 EXCEPTIONS**

There are no exceptions to this policy.

Approved By:



General Manager



Effective Date



<b>Policy:</b> Systemwide Service Policies		<b>Number: 706</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 1 of 4

**706.01 PURPOSE**

The purpose of this policy is to require the District to establish and maintain service policies and to comply with Title VI rules and regulations.

**706.02 APPLICATION**

All matters related to guide the management of systemwide service policies as is required by Federal regulations contained in 49 USC §5307 (c)(1)(i), Title VI of the Civil Rights Act of 1964, 42 USC §2000d et seq, Federal Transit Laws, 49 USC 53, 49 CFR §1.51, and 49 CFR part 21. See FTA circular 4702.1B dated October 1, 2012 for details.

**706.03 DEFINITIONS****A. Service policy**

1. A policy governing the planning of transit within the District's service area. The policies detailed as part of policy #706 pertain to vehicle assignment and distribution of transit amenities.

**706.04 GENERAL RULE**

- A. The two policies pertain to vehicle assignment and distribution of transit amenities and are detailed below:



<b>Policy:</b> Systemwide Service Policies		<b>Number:</b> 706
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 2 of 4

## 1. Vehicle Assignment

To the extent permitted by physical conditions and certain specific operating conditions on the routes, vehicles will be assigned randomly to routes for the purpose of equitably balancing the age, amenities, and condition of the vehicles amongst all riders in the District.

Each bid period, the District will develop an assignment of buses that rotates all vehicles, regardless of age or amenities, between routes.

SAMTD uses two criteria for placing buses on routes, mileage of the buses and ridership of a given route. In order to maintain approximately equal odometer readings on all of the vehicles based on their ages, the vehicles are placed in high or low mileage routes accordingly.

In addition, SAMTD operates two commuter type buses for its Wilsonville service. These buses have commuter style seats and luggage racks. Ridership demand dictates the size of the bus to be used. Age or type of bus or any other factor has no relevance in the assignment.

Additional criteria may influence vehicle assignment from time to time, such as rotation required by SAMTD's advertising contract or other service provision contracts.

<b>Policy:</b> Systemwide Service Policies		<b>Number: 706</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 05/16/17	Page 3 of 4

## 2. Distribution of Transit Amenities

To the extent permitted by the topography and physical conditions on a route, transit amenities such as bus shelters, bus stop signs, park and ride lots and facilities, and information displays will be equally distributed among all of the transit routes and across all areas of the SAMTD service area.

Bus stops shall be between 0.2 and 0.25 miles apart on all routes, to the extent allowed by physical circumstances; shelters shall be placed at stops based on the number of boarding's, with a goal of placing shelters at all stops in the system that serve 20 or more riders per day or more than 8 riders at one time (recognizing that some stops have physical or legal limitations that will not allow shelter placement).

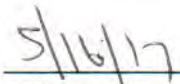
<b>Policy:</b> Systemwide Service Policies		<b>Number:</b> 706
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 05/16/17	Page 4 of 4

**706.05 EXCEPTIONS**

There may be exceptions to the above policies for seasonal variations in service, in emergency situations, or for experimental service changes or fare changes. Experimental service changes may be instituted for twelve or fewer months without an analysis of vehicle assignment or transit amenities being completed. A vehicle assignment or transit amenity analysis will be completed prior to continuation of service beyond the experimental period if the change(s) meet(s) the definition of a Major Service Change. Any exception made by the District shall be guided by the Federal regulations contained in 49 USC §5307 (c)(1)(i).

Approved By:

  
General Manager

  
Effective Date



<b>Policy:</b> Major Service Changes		<b>Number: 707</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 1 of 3

**707.01 PURPOSE**

- A. The purpose of this policy is to establish the definition of a Major Service Change that has a potential disparate impact on minority populations or a potential disproportionate burden on low-income people.
- B. All changes in service which are considered a Major Service Change are subject to a Title VI Equity Analysis prior to Board approval of the service change.

**707.02 APPLICATION**

All matters related to guide the management of Major Service Changes and the requirement for Disparate Impact or Disproportionate Burden Analyses as is required by Federal regulations contained in 49 USC §5307 (c)(1)(i), Title VI of the Civil Rights Act of 1964, 42 USC §2000d et seq, Federal Transit Laws, 49 USC 53, 49 CFR §1.51, and 49 CFR part 21. See FTA circular 4702.1B dated October 1, 2012 for details.

**707.03 DEFINITIONS****A. Major Service Change**

- 1. Either a reduction or an expansion in service of:
  - a. 15 percent or more of the number of transit route miles based on the miles of an average round-trip of the route (this includes routing changes where route miles are neither increased nor reduced (i.e., re-routes)), or;

<b>Policy:</b> Major Service Changes		<b>Number: 707</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 2 of 3

- b. 15 percent or more of a route's frequency of the service (defined as the average hourly frequency throughout one service day for local fixed routes and as daily round trips for regional express routes) on a daily basis for the day of the week for which a change is made or;
    - c. 15 percent in the span (hours) of a route's revenue service (defined as the time between the first served stop of the day and the last stop), on a daily basis for the day of the week for which a change is made;
  2. A transit route split where either of the new routes meet any of the above thresholds when compared to the corresponding piece of the former route.
  3. A new transit route is established.

A Major Service Change occurs whether the above thresholds are met:

1. Within a single service proposal, or;
2. Due to a cumulative effect of routing, frequency, or span changes over the year prior to the analysis.

**707.04****GENERAL RULE****A. Public Hearing Requirements**

1. SAMTD shall hold a public hearing when any Major Service Change proposed that results in a decrease in service. Notice must be published in a general circulation newspaper. In addition, notice will

<b>Policy:</b> Major Service Changes		<b>Number: 707</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 3 of 3

be placed in newspapers, publications, or websites that are oriented to specific groups or neighborhoods that may be affected by the proposed Major Service Change. The notice must be published at least 30 days prior to the hearing. The notice must contain a description of the proposed service reduction, and the date, time, and place of the hearing.

**707.05****EXCEPTIONS**

The following service changes are exempt:

1. Standard seasonal variations in service are not considered Major Service Changes.
2. In an emergency situation, a service change may be implemented immediately without Disparate Impact or Disproportionate Burden Analyses being completed. These analyses will be completed if the emergency change is to be in effect for more than twelve months and if the change(s) meet the definition of a Major Service Change. Examples of emergency service changes include but are not limited to those made because of the collapse of a bridge over which bus routes cross, major road or rail construction, or inadequate supplies of fuel.
3. Experimental service changes may be implemented by SAMTD for twelve months or less in order to test certain markets, new modes of transit service, etc.

Approved By:

  
General Manager

  
Effective Date



<b>Policy:</b> Disparate Impact for Service Changes		<b>Number: 708</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 1 of 5

## 708.01 PURPOSE

The Disparate Impact for Service Changes Policy establishes a threshold for determining whether a given action has a potential disparate impact on minority populations.

- A. In the course of performing a Title VI equity analysis for possible disparate impact, SAMTD will analyze how the proposed Major Service Change could impact minority populations, as compared to non-minority populations.

From the Title VI Circular 4702.1B:

***Disparate Impact*** refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient's policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin...

- B. In the event the proposed action has an adverse impact that affects minority populations more than non-minority populations at a level that exceeds the thresholds established in the adopted Disparate Impact for Service Changes Policy, or that restricts the benefits of the service change to protected populations, the finding would be considered as a potential disparate impact.
- C. Given a potential disparate impact, SAMTD will evaluate whether there is an alternative that would serve the same objectives and with a more equitable impact. Otherwise, SAMTD will take measures to minimize or mitigate the adverse impact of the proposed action.



<b>Policy:</b> Disparate Impact for Service Changes		<b>Number: 708</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 2 of 5

From the Title VI Circular 4702.1B:

*The [Disparate Impact] policy shall establish a threshold for determining when adverse effects of fare/service changes are borne disproportionately by minority populations. The Disparate Impact threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by minority populations compared to impacts borne by non-minority populations. The Disparate Impact threshold must be applied uniformly... and cannot be altered until the next Title VI Program submission.*

The Disparate Impact for Service Changes Policy defines measures for determination of potential disparate impact on minority populations resulting from Major Service Changes. The policy is applied to both adverse effects and benefits of Major Service Changes.

## **708.02 APPLICATION**

- A. All matters related to guide the management of Major Service Changes and the requirement for a Disparate Impact Analysis as is required by Federal regulations contained in 49 USC §5307 (c)(1)(i), Title VI of the Civil Rights Act of 1964, 42 USC §2000d et seq, Federal Transit Laws, 49 USC 53, 49 CFR §1.51, and 49 CFR part 21. See FTA circular 4702.1B dated October 1, 2012 for details.

## **708.03 DEFINITIONS**

### **A. Major Service Change**

- 1. See Policy #707 "Major Service Changes" for details.

<b>Policy:</b> Disparate Impact for Service Changes		<b>Number: 708</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 3 of 5

**B. Adverse Effects Analysis**

Adverse effects of Major Service Changes are defined as:

1. A decrease in the level of transit service (hours, days, and/or frequency) by 15%; and/or
2. Decreased access to comparable transit service, which is defined as an increase of the access distance to beyond:
  - a. One quarter mile for bus stops served by less than four buses per hour during peak times, or;
  - b. One half mile for bus stops served by four or more buses per hours during peak times, as well as for all regional express service.

**C. Disparate Impact Analysis**

The determination of disparate impact associated with service changes is defined separately for impacts of changes on individual route, and for system-level impacts of changes on more than one route, as well as for both service reductions and service improvements:

1. In the event of potential adverse effects resulting from service reductions:
  - a. A Major Service Change to a single route will be considered to have a potential disparate impact if the percentage of impacted minority population in the service area of the route exceeds the percentage of minority population of Marion and Polk Counties by at least 5 percentage points (e.g., 36 percent compared to 31 percent).

<b>Policy:</b> Disparate Impact for Service Changes		<b>Number: 708</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 4 of 5

- b. To determine the system-wide impacts of Major Service Change reductions on more than one route, the percentage of Marion and Polk Counties' minority population that is impacted is compared to the percentage of Marion and Polk Counties' non-minority population that is impacted. If the percentage of the minority population impacted is at least 20 percent greater than the percentage of the non-minority population impacted (e.g., 12 percent compared to 10 percent), the overall impact of changes will be considered disparate.

2. In the event of service improvements:

- a. A major service change to a single route will be considered to have a potential disparate impact if:
  - i. The improvement is linked to other service changes that have disproportionate and adverse effects on minority populations, or;
  - ii. The percentage of impacted minority population in the service area of the route is less than the percentage of minority population of Marion and Polk Counties by at least 5 percentage points (e.g., 26 percent compared to 31 percent).
- b. To determine the system-wide impacts of Major Service Change improvements on more than one route, the percentage of Marion and Polk Counties' minority population that is impacted is compared to the percentage of Marion and Polk Counties' non-minority population that is impacted. If the percentage of the minority population impacted is at least 20 percent less than the percentage of the non-minority



<b>Policy:</b> Disparate Impact for Service Changes		<b>Number: 708</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective Date: 05/16/17	Page 5 of 5

population impacted (e.g., 8 percent compared to 10 percent), the overall impact of the changes will be considered disparate.


**D. Avoid, Minimize, Mitigate, or Justify**

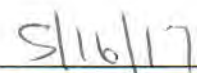
Upon determination of a disparate impact, SAMTD will either:

- a. Alter the service proposal to avoid, minimize, or mitigate potential disparate impacts, or;
- b. Provide a substantial legitimate justification for keeping the proposal as-is, and show that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish the project or program goals.

For fare changes, see Policy #711 "Disparate Impact for Fare Changes" for details of how to conduct the Disparate Impact Analysis.

Approved By:

  
General Manager

  
Effective Date

<b>Policy:</b> Disproportionate Burden for Service Changes		<b>Number: 709</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 07/01/2020	Page 1 of 6

## 709.01 PURPOSE

- A. The purpose of this policy is to establish a threshold which identifies when the adverse effects of a Major Service Change are borne disproportionately by low-income populations when compared to non-low-income populations. The Disproportionate Burden for Service Changes Policy applies only to low-income populations that are not also minority populations.

From the Title VI Circular 4702.1B:

*The [Disproportionate Burden] policy shall establish a threshold for determining when adverse effects of fare/ service changes are borne disproportionately by low-income populations. The disproportionate burden threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by low-income populations as compared to impacts born by non-low-income populations.. The disproportionate burden threshold must be applied uniformly... and cannot be altered until the next [Title VI] program submission....*

<b>Policy:</b> Disproportionate Burden for Service Changes		<b>Number: 709</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 07/01/2020	Page 2 of 6

- B. In the event the proposed action has an adverse impact that affects low-income populations more than non-low-income populations at a level that exceeds the thresholds established in the adopted Disproportionate Burden for Service Changes Policy, or that restricts the benefits of the service change to protected populations, the finding would be considered as a potential disproportionate burden.
- C. Given a potential disproportionate burden, SAMTD will evaluate whether there is an alternative that would serve the same objectives and with a more equitable impact. Otherwise, SAMTD will take measures to minimize or mitigate the adverse impact of the proposed action.
- D. The Disproportionate Burden for Service Changes Policy defines measures for determination of potential disproportionate burden on low-income populations resulting from Major Service Changes. The policy is applied to both adverse effects and benefits of Major Service Changes.

## **709.02 APPLICATION**

All matters related to guide the management of Major Service Changes and the requirement for a Disproportionate Burden Analysis as is required by Federal regulations contained in 49 USC §5307 (c)(1)(i), Title VI of the Civil Rights Act of 1964, 42 USC §2000d et seq, Federal Transit Laws, 49 USC 53, 49 CFR §1.51, and 49 CFR part 21. See FTA circular 4702.1B dated October 1, 2012 for details.

<b>Policy:</b> Disproportionate Burden for Service Changes		<b>Number: 709</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 07/01/2020	Page 3 of 6

**709.03 DEFINITIONS****A. Major Service Change**

1. See Policy #707 "Major Service Changes" for details.

**B. Low-income Population**

1. People living at or below 200 percent of the current federal poverty level, defined by the U.S. Department of Labor at the time of the analysis.

**C. Disproportionate Burden Analysis**

The determination of disproportionate burden associated with service changes is defined separately for impacts of changes on individual route, and for system-level impacts of changes on more than one route, as well as for both service reductions and service improvements:

1. In the event of potential adverse effects resulting from service reductions:
  - a. A Major Service Change to a *single route* will be considered to have a potential disproportionate burden if the percentage of impacted low-income population in the service area of the route exceeds the percentage of low-income population of Marion and Polk Counties by at least 5 percentage points (e.g., 36 percent compared to 31 percent).
  - b. To determine the *system-wide* impacts of Major Service Change reductions on more than one route, the percentage of Marion and Polk Counties' low-income population that is impacted is compared to the percentage of Marion and Polk



<b>Policy:</b> Disproportionate Burden for Service Changes		<b>Number: 709</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 07/01/2020	Page 4 of 6

Counties' non-low-income population that is impacted. If the percentage of the low-income population impacted is at least 20 percent greater than the percentage of the non-low-income population impacted (e.g., 12 percent compared to 10 percent), the overall impact of changes (burden) will be considered disproportionate.

2. In the event of service improvements:

- a. A major service change to a *single route* will be considered to have a potential disproportionate burden if:
  - i. The improvement is linked to other service changes that have disproportionate and adverse effects on low-income populations, or;
  - ii. The percentage of impacted low-income population in the service area of the route is less than the percentage of low-income population of Marion and Polk Counties by at least 5 percentage points (e.g., 26 percent compared to 31 percent).
- b. To determine the *system-wide* impacts of major service change improvements on more than one route, the percentage of Marion and Polk Counties' low-income population that is impacted is compared to the percentage of Marion and Polk Counties' non-low-income population that is impacted. If the percentage of the low-income population impacted is at least 20 percent less than the percentage of the non-low-income population impacted (e.g., 8 percent compared to 10 percent), the overall impact of changes (burdens) will be considered disproportionate.

<b>Policy:</b> Disproportionate Burden for Service Changes		<b>Number: 709</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 07/01/2020	Page 5 of 6

**D. Avoid, Minimize, Mitigate, or Justify**

Upon determination of disproportionate burden, SAMTD will either:

- a. Alter the service proposal to avoid, minimize, or mitigate potential disproportionate burdens, or;
- b. Provide a substantial legitimate justification for keeping the proposal as-is, and show that there are no alternatives that would have a less disproportionate burden on low-income riders but would still accomplish the project or program goals.

**E. Adverse Effects Analysis**

Adverse effects of service changes are defined as:

1. A decrease in the level of transit service (hours, days, and/or frequency); and/or
2. Decreased access to comparable transit service, which is defined as an increase of the access distance to beyond:
  - a. One quarter mile for bus stops served by less than four buses per hour during peak times, or;
  - b. One half mile for bus stops served by four or more buses per hours during peak times, as well as for all regional express service.

<b>Policy:</b> Disproportionate Burden for Service Changes		<b>Number: 709</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 07/01/2020	Page 6 of 6

For fare changes, see Policy #712 "Disproportionate Burden for Fare Changes" for details of how to conduct the Disproportionate Burden Analysis.

Approved By:

  
General Manager

7/1/2020  
Effective Date

<b>Policy:</b> Fare Changes		<b>Number: 710</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 05/16/17	Page 1 of 3

**710.01 PURPOSE**

- A. The purpose of this policy is to establish the definition of a fare change that has a potential disparate impact on minority populations or a potential disproportionate burden on low-income people.
- B. All fare changes are subject to a Title VI Equity Analysis prior to Board approval of the fare change. A Title VI Equity Analysis will be completed for all fare changes and will be presented to the Board of Directors for its consideration and included in the subsequent SAMTD Title VI Program report with a record of action taken by the Board.

**710.02 APPLICATION**

All matters related to guide the management of fare changes and the requirement for Disparate Impact or Disproportionate Burden Analyses as is required by Federal regulations contained in 49 USC §5307 (c)(1)(i), Title VI of the Civil Rights Act of 1964, 42 USC §2000d et seq, Federal Transit Laws, 49 USC 53, 49 CFR §1.51, and 49 CFR part 21. See FTA circular 4702.1B dated October 1, 2012 for details.

**710.03 DEFINITIONS****A. Fare change**

- 1. Any increase or decrease in transit passenger fares. An increase is made when there is an increase in any cash fare or in the cost of any passes, tickets, transfers, or other means by which transit riders pay for their trips. A fare decrease is defined when the price of any fare option as specified in the previous sentence, is lowered.



<b>Policy:</b> Fare Changes		<b>Number: 710</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 05/16/17	Page 2 of 3

**710.04 GENERAL RULE****A. Public Hearing Requirements**

1. SAMTD shall hold a public hearing when any increase in fares is proposed. Notice must be published in a general circulation newspaper. In addition, notice will be placed in newspapers, publications, or internet sites that are oriented to specific groups or neighborhoods that may be affected by the proposed fare change. The notice must be published at least 30 days prior to the hearing. The notice must contain a description of the proposed fare change, and the date, time, and place of the hearing.

<b>Policy:</b> Fare Changes		<b>Number: 710</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 05/16/17	Page 3 of 3

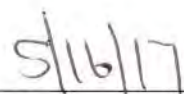
**710.05 EXEMPTIONS**

The following fare changes are exempt:

1. "Spare the air days" or other instances SAMTD has declared that all passengers ride free.
2. Temporary fare reductions that are mitigating measures for other actions. For example, construction activities may close a segment of a transit center for a period of time and require passengers to alter their travel patterns. A reduced fare for these impacted passengers is a mitigating measure and does not require a fare equity analysis.
3. Experimental fare changes may be implemented by SAMTD for six months or less in order to test certain markets, new modes of transit service, etc.

Approved By:

  
General Manager

  
Effective Date

<b>Policy:</b> Disparate Impact for Fare Changes		<b>Number: 711</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 05/16/17	Page 1 of 4

**711.01 PURPOSE**

- A. The purpose of this policy is to guide SAMTD ("The District") staff in the calculation of any potential disparate impact on minority populations when fare changes are proposed. This policy outlines the process for completing the Disparate Impact Analysis, which tests for a disparate impact to minorities that may occur with any change in passenger fares.
- B. A Disparate Impact Analysis will be completed for all fare changes and will be presented to the SAMTD Board of Directors for its consideration prior to Board approval of the fare change. A copy of the approved analysis will be included in the subsequent SAMTD Title VI Program report with a record of action taken by the Board.
- C. In the course of performing a Disparate Impact Analysis, the District will analyze how the proposed fare change action could impact minority populations including any populations that are minority and low-income (protected populations), as compared to non-protected populations.

**711.02 APPLICATION**

All matters related to guide the management of fare changes and the requirement for Disparate Impact Analysis as is required by Federal regulations contained in 49 USC §5307 (c)(1)(i), Title VI of the Civil Rights Act of 1964, 42 USC §2000d et seq, Federal Transit Laws, 49 USC 53, 49 CFR §1.51, and 49 CFR part 21. See FTA circular 4702.1B dated October 1, 2012 for details.



<b>Policy:</b> Disparate Impact for Fare Changes		<b>Number: 711</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 05/16/17	Page 2 of 4

## 711.03 DEFINITIONS

### A. Fare change

See Policy #710 "Fare Changes" for a definition.

### B. Disparate impact

From the Title VI Circular 4702.1B:

**Disparate Impact** refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient's policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin...

In the event the proposed action has an adverse impact that affects minority populations more than non-minority populations at a level that exceeds the thresholds established in the adopted Disparate Impact for Fare Changes Policy, or that restricts the benefits of the service change to protected populations, the finding would be considered as a potential disparate impact. Given a potential disparate impact, SAMTD will evaluate whether there is an alternative that would serve the same objectives and with a more equitable impact. Otherwise, SAMTD will take measures to minimize or mitigate the adverse impact of the proposed action.

<b>Policy:</b> Disparate Impact for Fare Changes		<b>Number: 711</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 05/16/17	Page 3 of 4

From the Title VI Circular 4702.1B:

*The [Disparate Impact] policy shall establish a threshold for determining when adverse effects of fare/service changes are borne disproportionately by minority populations. The Disparate Impact threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by minority populations compared to impacts borne by non-minority populations. The Disparate Impact threshold must be applied uniformly... and cannot be altered until the next Title VI Program submission.*

The Disparate Impact for Fare Changes Policy defines measures for determination of potential disparate impact on minority populations resulting from any changes in fares.

**C. Adverse Effects and Disparate Impact Analysis**

For fare changes, a potential disparate impact is noted when the percentage of trips by minority riders using a fare option, in combination with the percentage price change for that option, has an impact that exceeds the comparable impact on non-minority riders. Differences in the use of fare options between minority populations and other populations include all such differences that are documented as statistically significant at the 95 percent confidence level.

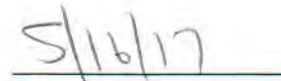
<b>Policy:</b> Disparate Impact for Fare Changes		<b>Number: 711</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 05/16/17	Page 4 of 4

**D. Avoid, Minimize, Mitigate, or Justify**

Upon determination of a disparate impact, SAMTD will either:

- a. Alter the service proposal to avoid, minimize, or mitigate potential disparate impacts, or;
- b. Provide a substantial legitimate justification for keeping the proposal as-is, and show that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish the project or program goals.

Approved By:

  
General Manager  
Effective Date



<b>Policy:</b> Disproportionate Burden for Fare Changes		<b>Number: 712</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 05/16/17	Page 1 of 3

### 712.01 PURPOSE

- A. The Disproportionate Burden for Fare Change Policy establishes a threshold for determining whether a change in fares has a potential disproportionate burden on low-income populations.
- B. In the course of performing a Title VI equity analysis for possible disproportionate burden, SAMTD will analyze how the proposed fare change could impact low-income populations, as compared to non-low-income populations.

### 712.02 APPLICATION

All matters related to guide the management of fare changes and the requirement for a Disproportionate Burden Analysis as is required by Federal regulations contained in 49 USC §5307 (c)(1)(i), Title VI of the Civil Rights Act of 1964, 42 USC §2000d et seq, Federal Transit Laws, 49 USC 53, 49 CFR §1.51, and 49 CFR part 21. See FTA circular 4702.1B dated October 1, 2012 for details.

### 712.03 DEFINITIONS

#### A. Fare change

1. See Policy #710 "Fare Changes" for a definition.

<b>Policy:</b> Disproportionate Burden for Fare Changes		<b>Number: 712</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 05/16/17	Page 2 of 3

## **B. Disproportionate Burden**

From the Title VI Circular 4702.1B:

*The [Disproportionate Burden] policy shall establish a threshold for determining when adverse effects of fare/ service changes are borne disproportionately by low-income populations. The disproportionate burden threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by low-income populations as compared to impacts born by non-low-income populations.. The disproportionate burden threshold must be applied uniformly... and cannot be altered until the next [Title VI] program submission....*

1. In the event the proposed action has an adverse impact that affects low-income populations more than non-low-income populations at a level that exceeds the thresholds established in the adopted Disproportionate Burden for Fare Changes Policy, or that restricts the benefits of the fare change to protected populations, the finding would be considered as a potential disproportionate burden.
2. Given a potential disproportionate burden, SAMTD will evaluate whether there is an alternative that would serve the same objectives and with a more equitable impact. Otherwise, SAMTD will take measures to minimize or mitigate the adverse impact of the proposed action.
3. The Disproportionate Burden for Fare Changes Policy defines measures for determination of potential disproportionate burden on low-income populations resulting from any changes in fares.

<b>Policy:</b> Disproportionate Burden for Fare Changes		<b>Number: 712</b>
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 05/16/17	Page 3 of 3

**C. Adverse Effects and Disproportionate Burden Analysis**

For fare changes, a potential disproportionate burden is noted when the percentage of trips by low-income riders using a fare option, in combination with the percentage price change for that option, has an impact that exceeds the comparable impact on non-low-income riders. Differences in the use of fare options between low-income populations and other populations include all such differences that are documented as statistically significant at the 95 percent confidence level.

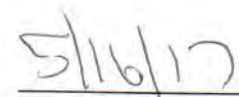
**D. Avoid, Minimize, Mitigate, or Justify**

Upon determination of a disparate impact, SAMTD will either:

- a. Alter the service proposal to avoid, minimize, or mitigate potential disproportionate burdens, or;
- b. Provide a substantial legitimate justification for keeping the proposal as-is, and show that there are no alternatives that would have a less disproportionate burden on low-income riders but would still accomplish the project or program goals.

Approved By:

  
General Manager

  
Effective Date

## **Attachment M: 2016 on-board survey report**

The following is a copy of the report completed after the on-board survey completed in 2016.



# 2016 Cherriots Rider Survey Report



# Table of Contents

<b>Table of Contents</b>	<b>1</b>
<b>Executive Summary</b>	<b>3</b>
Introduction and Purpose	4
Survey Results	5
Summary and Conclusions	24
<b>List of Tables</b>	
Table 1. 150 Percent Federal Poverty (2016) Definition	22
<b>List of Figures</b>	
Figure 1. Proportion of Surveys Collected by Cherriots Route	5
Figure 2. Fare Instruments Used by Adult/ Full Customers (Cherriots Local Buses, Excluding Routes 1X and 2X)	6
Figure 3. Fare Instruments Used by Reduced/ Youth Customers (Cherriots Local Buses, Excluding Routes 1X and 2X)	7
Figure 4. Proportion of Adult/Full Riders vs. Reduced/Youth Riders (Cherriots local, 1X, and 2X)	8
Figure 5. Fare Instruments Used by Routes 1X & 2X Adult/ Full Customers	9
Figure 6. Fare Instruments Used by Routes 1X & 2X Reduced/Youth Customers	10
Figure 7. Number of Trips made if using a 1-Day, 30-Day, or Monthly Pass (Cherriots Local Buses)	11
Figure 8. Location of Fare Payment (Cherriots Local Buses)	12
Figure 9. Technology Ownership of (Riders of All Services)	13
Figure 10. Personal Vehicle Availability of Riders (Either as a Driver or a Passenger, Cherriots local buses only)	14
Figure 11. Proportion of Student Riders (Cherriots local buses)	15
Figure 12. Types of Student Riders (Cherriots local buses)	15
Figure 13. Colleges Student Riders Attend (Cherriots local buses)	16
Figure 14. Racial Background of Cherriots Local Bus Riders	17
Figure 15. Ethnicity of Cherriots Local Bus Riders	18
Figure 16. Gender of Cherriots Local Bus Riders	19
Figure 17. Age of Cherriots Local Bus Riders	20
Figure 18. Annual Household Income (2015) of Riders (Cherriots local buses)	21
Figure 19. Percent of Cherriots Local Riders Living in Poverty (100% Federal)	22

**List of Figures (continued)**

Figure 20. Number of People in Riders' Households (Cherriots local buses)	23
Figure 21. Language Spoken at Home by Cherriots Local Bus Riders	24
Figure 22. Answer to Question: How Well Do You Speak English? (Cherriots Local Buses)	25

**Appendices**

Appendix A: Survey Methodology and Statistical Significance	26
Appendix B. Survey Instrument in English and Spanish	30

# Executive Summary

A rider survey was performed on Cherriots local buses in May and June, 2016 in order to understand how customers are purchasing their fares in relation to their racial and ethnic backgrounds and income levels. This survey will help inform any equity analysis required by a future fare change proposal. Questions that will help inform potential future fare implements as well as information to inform the District's sales and marketing of fare media were included. Some major lessons learned from the survey were:

- Over two-thirds of riders choose to pay their fares with either a 1-Day or 30-Day pass rather than cash. This is most likely due to the fact that Cherriots does not permit free transfers when customers buy cash one-way fares.
- Riders who pay for Adult/Full fares use 1-Day or 30-Day passes slightly less frequently (70%) than Reduced/Youth customers (84%).
- The proportion of Adult/Full fare riders paying cash is much higher than that of Reduced/Youth fare riders (29% versus 7%, respectively). This may be due to the fact that Cherriots Reduced/Youth customers are more regular riders where the Adult/Full customers may not ride often enough to warrant the purchase of a 30-Day pass.
- Since the average number of trips taken on a 1-Day or 30-Day pass is 2.8, that means that people mostly are not making long trips that require transfers.
- Riders of Routes 1X and 2X also usually use a pass to pay their fares (74% of Adult/Full and 65% of Reduced/Youth customers). This makes sense since most people riding the 1X and 2X are commuting to/from work and use a monthly pass.
- For Cherriots local buses, most people take more than 2 trips per day if using a 1-Day, 30-Day, or Monthly Pass on Cherriots local buses; the average number of trips is 2.8; 38 percent make 4 or more trips
- 56 percent of customers pay for their fare on board the bus; 36 percent pay at Cherriots Customer Service at the Downtown Transit Center
- 66 percent of riders have smartphones; 89 percent have cell phones; 66 percent have email addresses; and only 13 percent have a landline phone
- 58 percent of riders don't have access to a car either as a driver or a passenger; this is much higher than rates reported by TriMet or LTD, which were 39 percent and 33 percent, respectively

- 35 percent of riders are students; the largest proportion of students go to high school (half of the students), then college (40 percent of the students); 83 percent of college students go to Chemeketa Community College
- Over 40 percent of riders are considered “minorities” for Title VI Equity Analysis purposes; at least 25 percent are Hispanic
- Gender identity is divided about equally between male and female riders
- Half of riders are ages 34 and under
- At least 24 percent of riders live below 150% FPL and are considered “low-income” for Title VI equity analysis purposes
- Over 25 percent of customers live in households where a language other than English is the primary spoken language
- At least 12 percent of riders speak English less than “very well”

## Introduction and Purpose

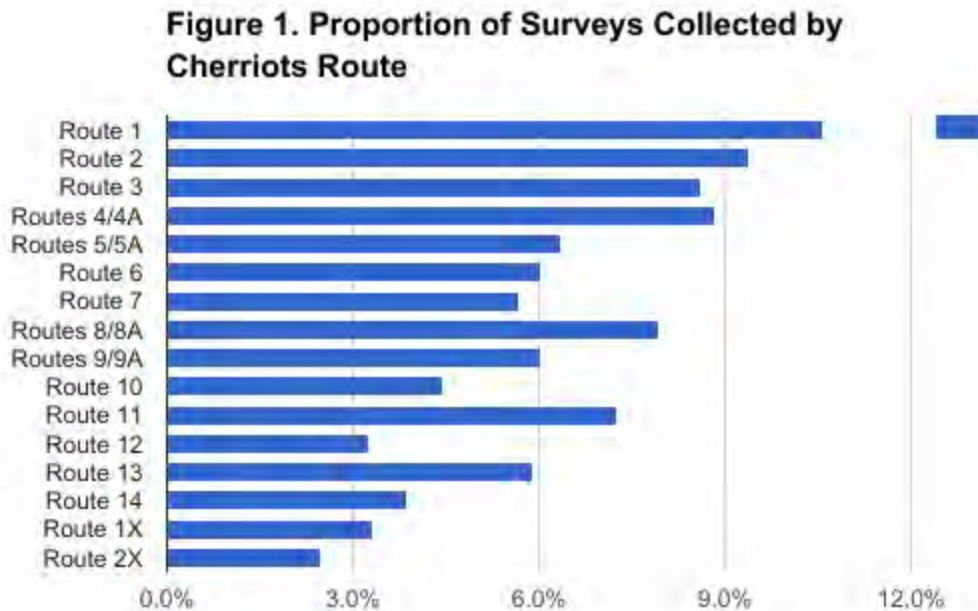
Every two years, Cherriots staff have been requested by the Board of Directors to analyze the fares charged for the District’s many services. In preparation for the analysis, a rider survey would be needed to determine how the users are paying for their fares and to determine any correlation to payment habits based on demographics such as income, age, and race. Cherriots’ current Title VI Program and the FTA’s Title VI Circular 4702.1B calls for an equity analysis to be made as part of the process of raising fares. The equity analysis would determine if any potential adverse effects exist for vulnerable populations such as minorities and low-income individuals. This requirement to perform such an analysis is documented in Federal Transit Administration (FTA) Title VI Circular No. 4702.1B and the District’s Title VI Program adopted on May 22, 2014.

Please see Appendix A for the methodology, number of surveys collected, and statistical significance of the sample. Appendix B has copies of the survey instrument in English and Spanish.

The first half of the survey contained questions about what service people were riding at the time they took the survey and how they payed for their fares. The second half of the survey was optional since it asked sensitive questions such as race, gender, and household income. Even though it was said to be a voluntary section, over ninety percent of the surveys received responded to at least the race question.

## Survey Results

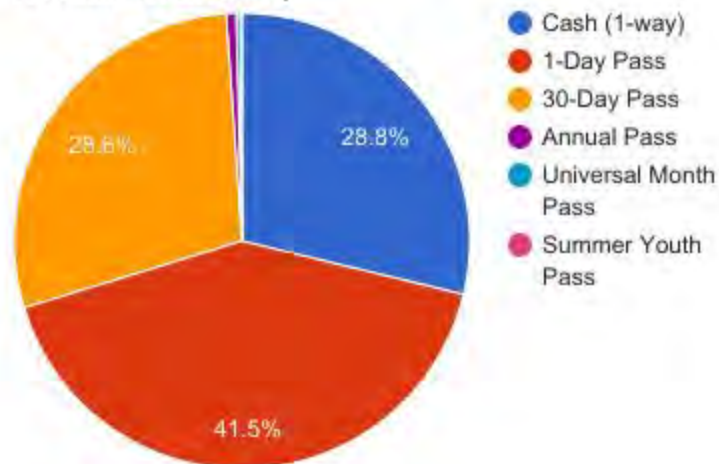
The following charts and descriptions summarize the results of the rider survey which ended in June, 2016. The first question was which service the person was riding at the time of survey. This was just to check the number of surveys collected by service/route so that staff could assess the validity of the responses. If a statistically significant number could not be obtained for each service, then that fact is stated instead of giving the resultant data. Figure 1 shows the answer to the question, “What service are you riding now?” for all Cherriots routes and Routes 1X and 2X.



With the exception of Routes 12 and 14, a statistically significant number of surveys was obtained from each route (see Table 1 above for details).

Figures 2 and 3 show how riders are generally paying for their fares on Cherriots local buses, not including Routes 1X and 2X.

**Figure 2. Fare Instruments Used by Adult/ Full Customers (Cherriots Local Buses, Excluding Routes 1X and 2X)**

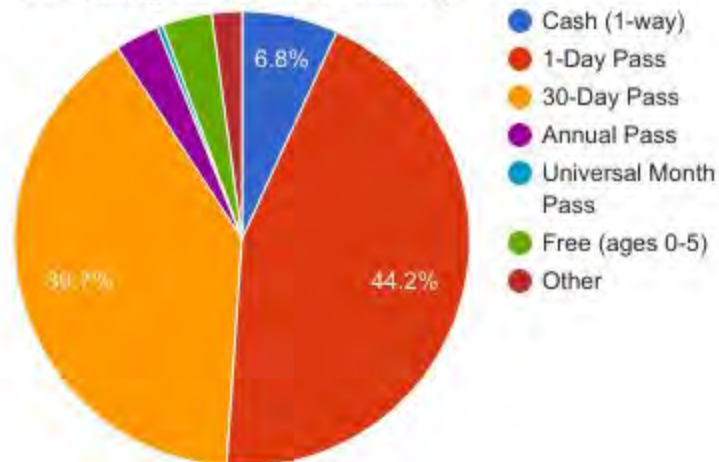


Passes are by far the most popular way passengers choose to pay their fares. In fact, over 70 percent of customers paying an Adult/Full fare use some kind of pass rather than paying for a cash one-way fare. Due to the absence of paid transfers in the system, customers usually pay for a 1-Day pass if they are traveling more than two trips during the day. 30-Day or month passes are also popular for regular users since those options offer significant savings over paying cash if a customer uses the bus for one round-trip on at least fourteen out of twenty-two days in a 30-day period.



Figure 3 displays which fare implements Cherriots Reduced/Youth customers are using.

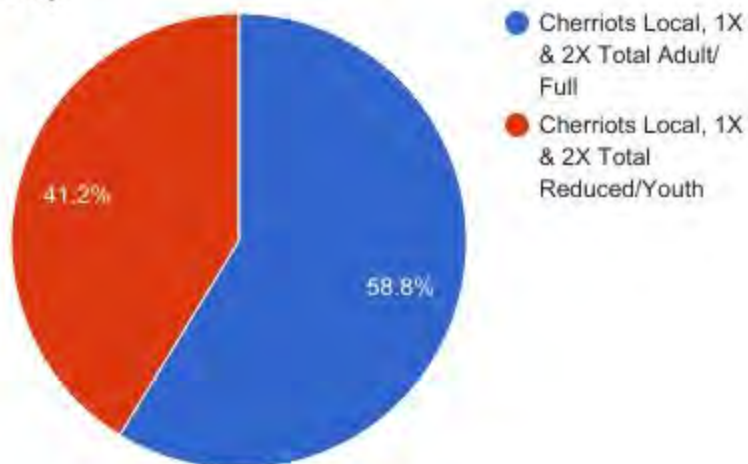
**Figure 3. Fare Instruments Used by Reduced/ Youth Customers (Cherriots Local Buses, Excluding Routes 1X and 2X)**



Riders paying Reduced/Youth fares are using passes more than Adult/Full fare customers (84% versus only 70%). This suggests that the elderly, disabled, and youth customers ride the bus very often and usually carry a 1-Day or 30-Day pass. A very small proportion of reduced/youth customers pay cash (6.8%). The Cherriots annual and universal month passes are rarely used on the Cherriots system at this time, but this data does not include Route 1X riders where the universal pass is used most often.

Figure 4 shows the split between Adult / Full and Reduced /Youth customers on all Cherriots local buses plus Routes 1X and 2X.

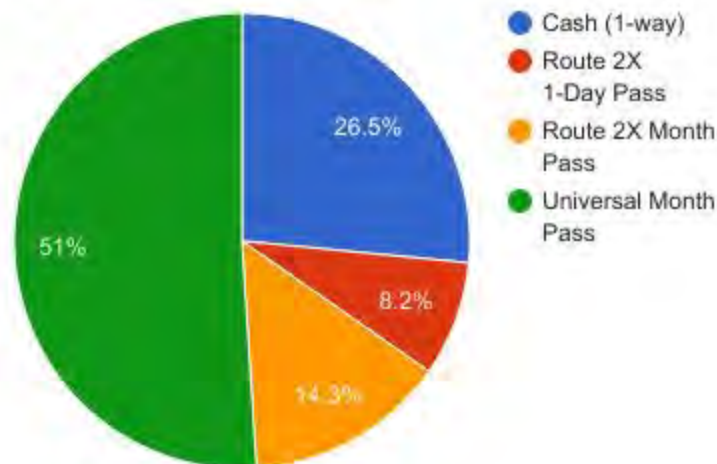
**Figure 4. Proportion of Adult/Full Riders vs. Reduced/Youth Riders (Cherriots local, 1X, and 2X)**



About 59 percent of riders pay Adult/Full fares versus only 41 percent paying Reduced/Youth fares. This shows that fare changes to the Adult/Full riders have an impact on a greater proportion of riders than changes to the Reduced/Youth category.

Figure 5 below shows the ways Adult/Full customers paid their fares on Routes 1X (Wilsonville / Salem Express) and 2X (Grand Ronde / Salem Express).

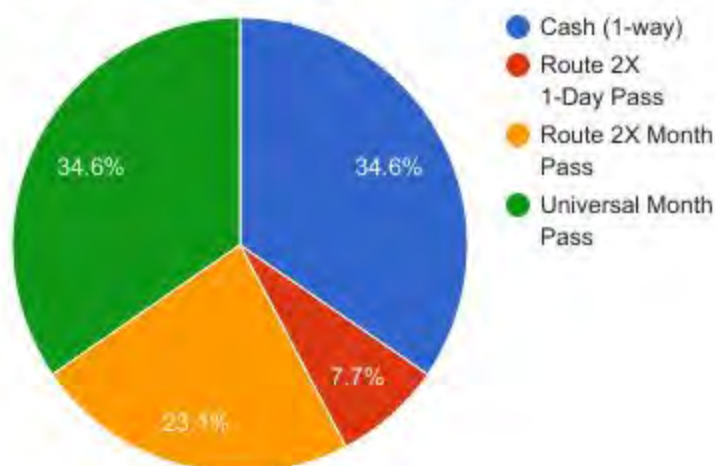
**Figure 5. Fare Instruments Used by Routes 1X & 2X Adult/ Full Customers**



Adult/Full fare customers on Routes 1X and 2X pay with cash at about the same rate as for Cherriots local buses (2.3 percentage points lower). The proportion of universal month passes would be much higher if the current state bus pass program were eliminated since many riders of Route 1X (Wilsonville / Salem Express) would use the universal month pass if they had to pay for their ride out of their own pockets. The universal month pass works on Route 1X, CARTS, and Cherriots local buses, but not on Route 2X. Therefore, Route 1X riders are using their version of a month pass at a much greater rate than Route 2X riders (51% vs. 14%, respectively). About a quarter of customers in the Adult/Full fare category paid by cash with approximately equal numbers on both Routes 1X and 2X services (6 on Route 1X and 7 on Route 2X).

Figure 6 shows how Reduced / Youth Customers are paying their fares on Routes 1X and 2X.

**Figure 6. Fare Instruments Used by Routes 1X & 2X Reduced/Youth Customers**



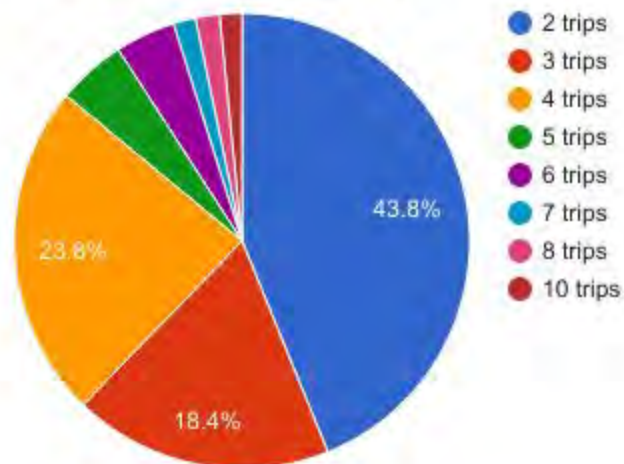
Compared to the Cherriots system overall, Routes 1X and 2X customers are choosing to pay their fares by cash much more than on Cherriots local buses (27.8 percent greater). This is likely due to the high number of irregular riders traveling between the Portland metro area and Salem on Route 1X.

The universal month pass is used by Reduced/Youth customers much more regularly than on Cherriots local buses (by more than 34 percent). Also of note by looking at the raw data, the universal month pass was not used by one Route 2X rider (either Adult / Full or Reduced / Youth) showing that no one is making regular trips between Wilsonville and Grand Ronde enough to warrant the purchase of a universal pass.

Only 7.7 percent of Route 2X riders pay using the Route 2X month or day pass, which could imply that people going to Grand Ronde are not transferring from Cherriots or CARTS very often when riding Route 2X. They may choose to park and ride or get dropped off in downtown Salem or Rickreal in order to access the service.

Figure 7 shows the number of trips made on passes over all fare categories on Cherriots local buses.

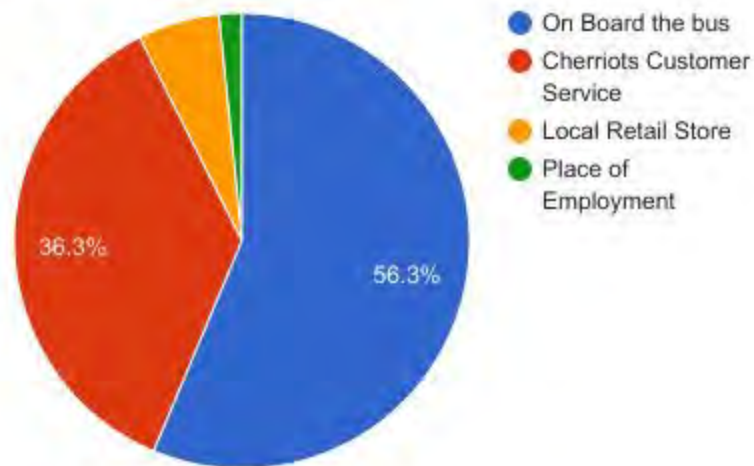
**Figure 7. Number of Trips made if using a 1-Day, 30-Day, or Monthly Pass (Cherriots Local Buses)**



Slightly less than a majority of pass users (43.8%) make more than two trips on their itinerary for the day. The average number of trips made on a 1-Day or 30-Day pass is 2.8 trips. This shows that many 30-day or month pass holders only make one round-trip per day. It also shows that the transfer rate is likely around forty percent systemwide, which is a result of the way the Cherriots network is built as a hub and spoke system around its transit centers. Although this question assumes that people can estimate the number of trips they make using their pass on a given day, it should be assumed that there is a large margin of error in these data.

Figure 8 displays where riders report buying their fares.

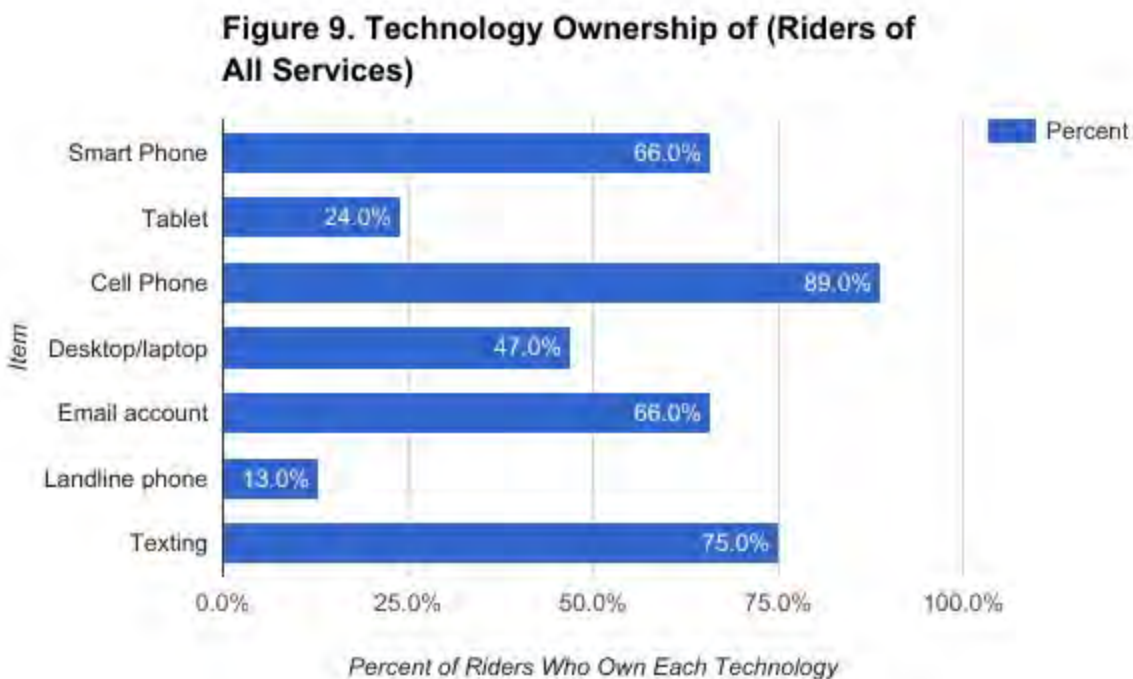
**Figure 8. Location of Fare Payment (Cherriots Local Buses)**



As expected, a majority of users (56.3%) buy their fares on-board the bus. A surprisingly large number of riders buy their fares at Customer Service. This is a testament to the central location of the Customer Service office and the ease of purchasing fares at that location. It also shows the difficulty in purchasing fares at other locations since those locations are few and far between.

With only 5.8 percent of people buying their fares at a local retail store and 1.6 percent at their place of employment, this may show an opportunity for expansion of local retail locations and employer bus pass programs through which customers can purchase their 30-day or month passes. Just after the survey was conducted, Cherriots launched the State Bus Pass program (in July, 2016), which allows State employees who work in the Capitol Mall and downtown Salem areas to ride Cherriots, Routes 1X and 2X, and the West Salem Connector for free. These numbers will likely change with a State Bus Pass program in place.

Figure 9 shows the technology items riders possess across all services and fare categories.

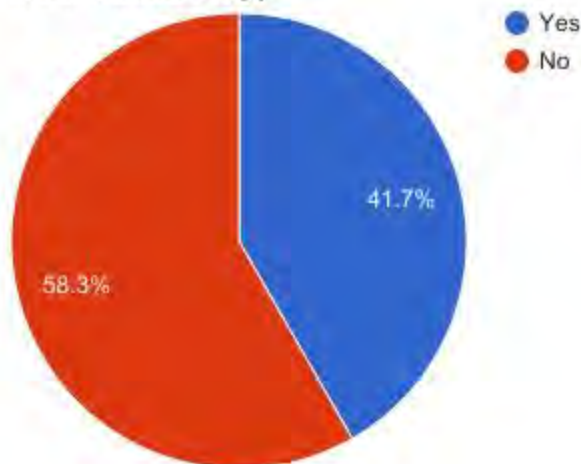


Just over 66 percent of riders own a smartphone. This suggests that a large majority of our riders would be able to utilize a realtime bus tracking app or a ticketing app. About the same proportion have email accounts and a slightly higher number have cell phone and texting capability (89% and 75%, respectively). Only half of systemwide riders own a desktop or laptop computer and a very small number own a landline phone (13%).



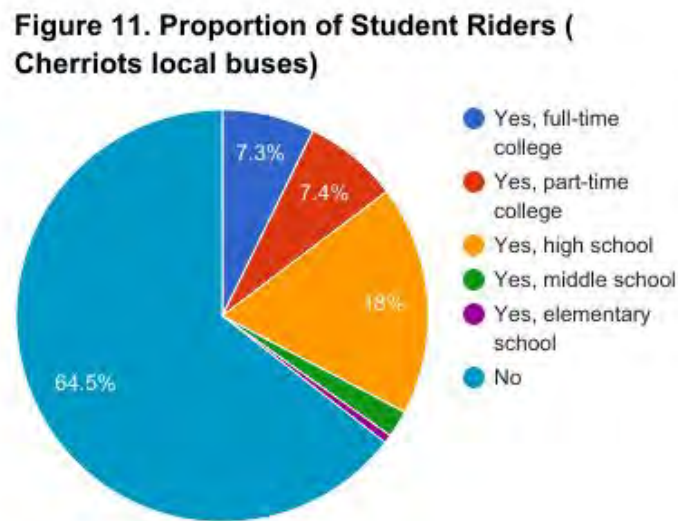
The survey asked people if they have a vehicle available to them either as a driver or a passenger). Figure 10 displays the result for Cherriots local bus riders.

**Figure 10. Personal Vehicle Availability of Riders  
(Either as a Driver or a Passenger, Cherriots  
local buses only)**



About 58 percent of the current riders do not have a vehicle available to them, which shows if transit isn't an option, they are likely walking or bicycling to their destination instead. They may also choose not to go to their desired destination. This is relatively high compared to numbers recently reported by TriMet and Lane Transit Districts, which showed 39 percent and 33 percent, respectively.

Figure 11 displays the proportion of student riders on Cherriots local buses.



About one-third of the current riders are students with the majority high school, but closely followed by college students (16.0% and 14.6%, respectively). Very few middle and elementary school students ride the District's services at this time. Figure 12 shows the types of students riding compared with all student riders. This shows that about half of the students riding are high school students and about 41 percent are college students.

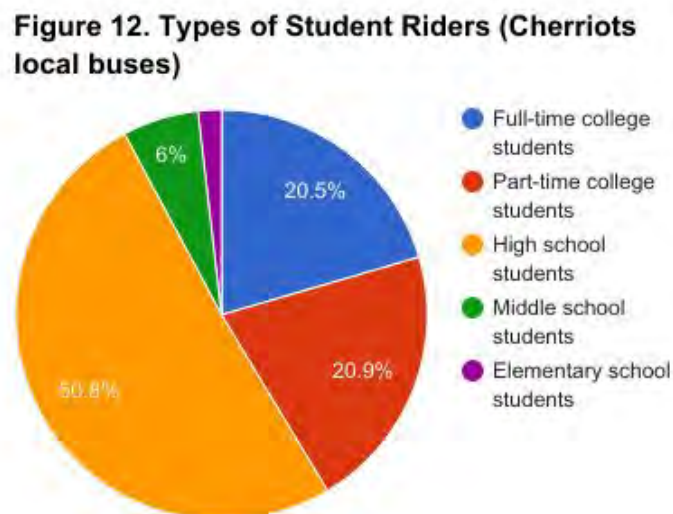
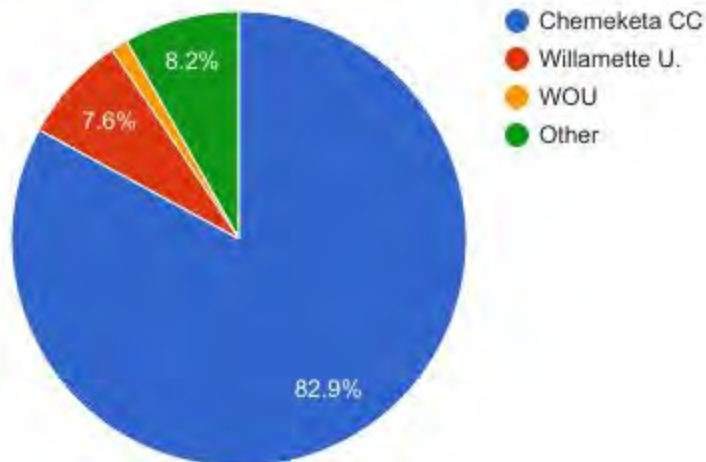


Figure 13 displays the colleges riders reported they attend, if they said they were a full-time or part-time student.

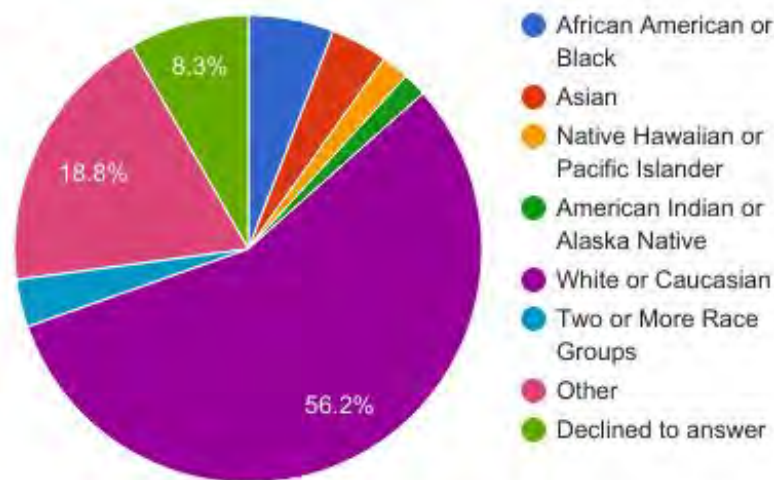
**Figure 13. Colleges Student Riders Attend (Cherriots local buses)**



About 8 out of ten Cherriots local bus college student riders attend Chemeketa Community College followed by other universities, Willamette University and Western Oregon University (WOU) 8.2 percent of college student riders attend a college not named in the local top three.

The first voluntary question asked of riders was their racial background. This was separated from ethnicity since someone could be white, black, or Asian and be Hispanic or Latino at the same time. Although riders were told that the following questions were voluntary, 88.9 percent of survey-takers provided answers. Figure 14 shows the racial background of riders.

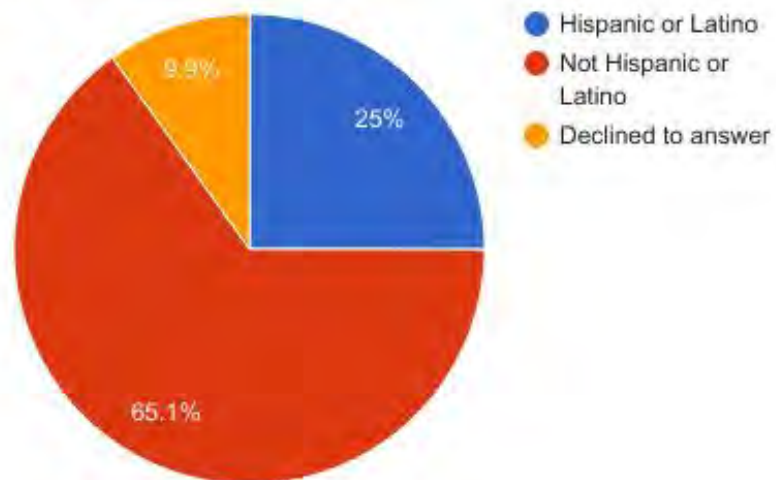
**Figure 14. Racial Background of Cherriots Local Bus Riders**



This shows that at least one-third (35.5%) of riders are non-white, which is slightly higher than the average for Marion and Polk Counties as reported in the 2017 Cherriots Title VI Program update (30.6%).

Figure 15 displays the Ethnicity of riders systemwide.

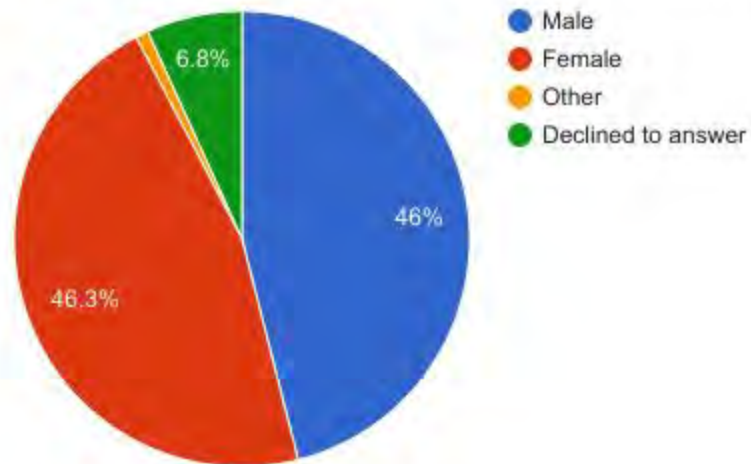
**Figure 15. Ethnicity of Cherriots Local Bus Riders**



This shows that at least one out of four riders has Hispanic or Latino heritage. For purposes of a fare equity analysis, SAMTD will consider all non-white and Hispanic riders as “minorities.” By combining the non-white customers in Figure 14 with the Hispanic customers in Figure 15, the survey shows that 40.3 percent of riders would be considered “minorities” for Title VI equity analysis purposes. This is higher than the average for Marion and Polk Counties as reported by the 2011-15 American Community Survey (ACS), which is 30.6 percent.

Figure 16 displays the gender of riders on Cherriots local buses.

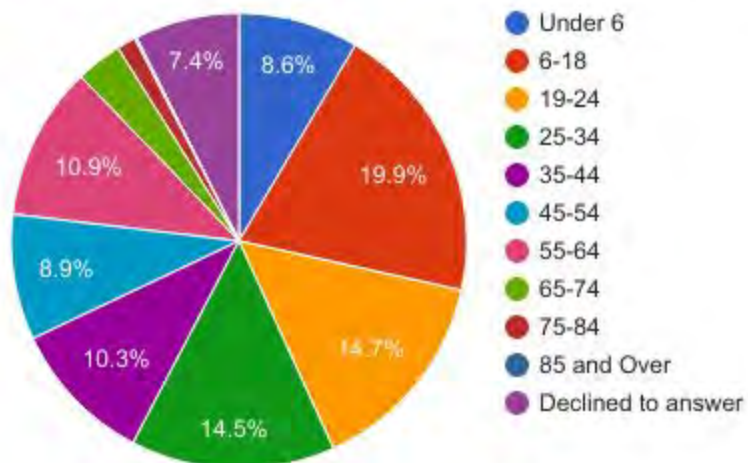
**Figure 16. Gender of Cherriots Local Bus Riders**



Customers on Cherriots local buses are spread about even between males and females.

The ages of riders on Cherriots local buses are shown in Figure 17 below.

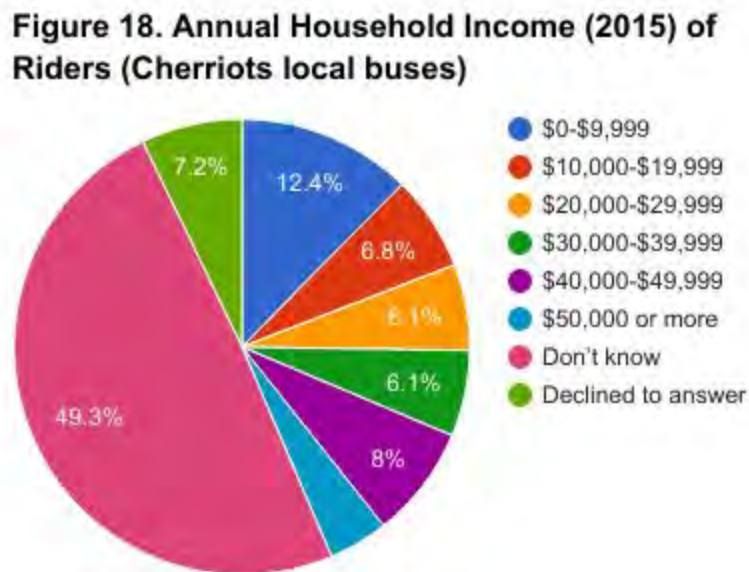
**Figure 17. Age of Cherriots Local Bus Riders**



Not one age range dominates another, but about half of system riders are aged 34 or less.



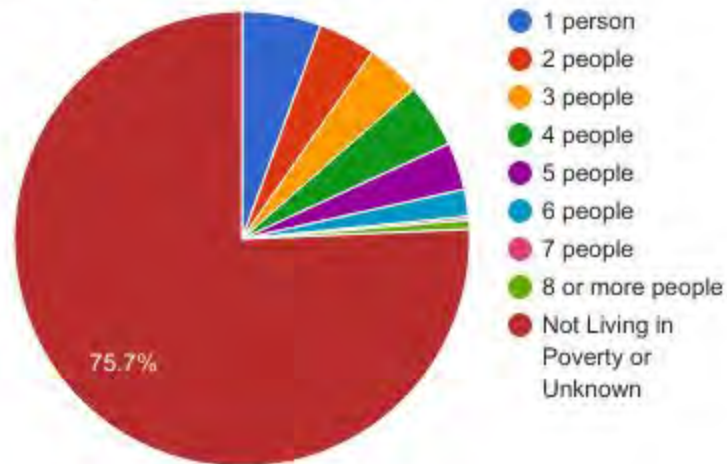
Figure 18 shows the 2015 estimated annual household incomes of riders.



Although most people didn't know or declined to answer this question, we have to take the data one step further in order to know how many people are living at or below 150 percent of the Federal Poverty Level (FPL). Cherriots uses 150% FPL to determine populations that are considered "low-income." Therefore, survey respondents' responses to household income were correlated to the number of people in the household and then compared to the definition of 150% of FPL shown in Table 2 to arrive at the results in Figure 19.

Figure 19 takes the household income data one step further by correlating it to the number of household members (shown in Figure 20).

**Figure 19. Percent of Cherriots Local Riders Living in Poverty (150% Federal)**



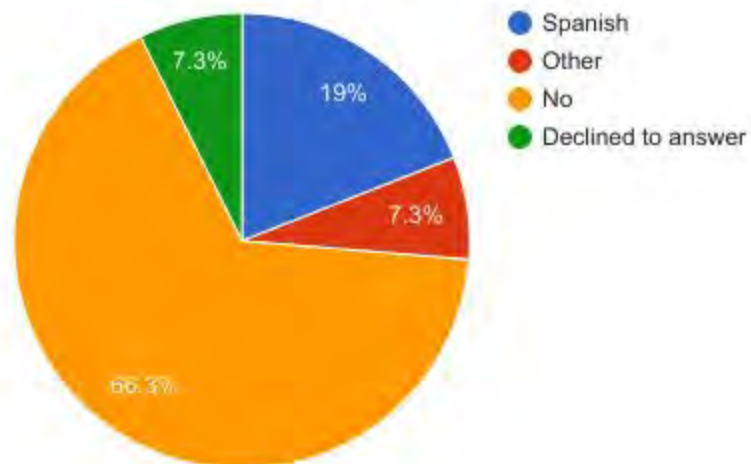
This shows that approximately 24 percent of riders live at or below 150% of the FPL. Table 1 shows the 2016 definition of FPL, inflated 150 percent:

**Table 1. 150 Percent Federal Poverty (2016) Definition**

Number of Household Members	2016 Household Income
1 person	\$17,820
2 people	\$24,030
3 people	\$30,240
4 people	\$36,450
5 people	\$42,660
6 people	\$48,870
7 people	\$55,095
8 or more people	\$61,335

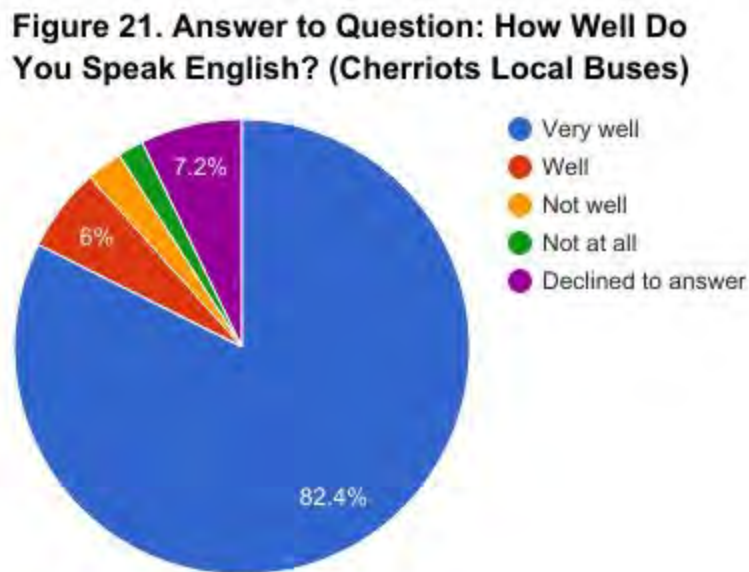
Figure 20 shows the answer to the question, “what language is primarily spoken at home?”

**Figure 20. Language Spoken at Home by Cherriots Local Bus Riders**



This shows that approximately a quarter of current riders speak another language at home with the most common language Spanish.

Figure 21 shows the answer to the question: “How well do you speak English?”



As shown in Figure 21, at least 82.4 percent speak English very well. About 12 percent struggle speaking English.

## Summary and Conclusions

This survey was very useful to determine how Cherriots local bus riders are paying their fares. Because riders have to pay each time they board the bus unless they purchase a 1-Day or 30-Day pass, a supermajority of riders choose these methods to pay for their fares rather than with cash. The proportion of Adult/Full fare riders paying cash is much higher than that of Reduced/Youth fare riders (29% versus 7%, respectively). This may be due to the fact that Cherriots Reduced/Youth customers are more regular riders where the Adult/Full customers may not ride often enough to warrant the purchase of a 30-Day pass. Since the average number of trips taken on a 1-Day or 30-Day pass is 2.8, that means that people mostly are not making long trips that require transfers.

Riders of Routes 1X and 2X also usually use a pass to pay their fares (74% of Adult/Full and 65% of Reduced/Youth customers). This makes sense since most people riding the 1X and 2X are commuting to/from work and use a monthly pass.

- For Cherriots local buses, most people take more than 2 trips per day if using a 1-Day, 30-Day, or Monthly Pass on Cherriots local buses; the average number of trips is 2.8; 38 percent make 4 or more trips
- 56 percent of customers pay for their fare on board the bus; 36 percent pay at Cherriots Customer Service at the Downtown Transit Center
- 66 percent of riders have smartphones; 89 percent have cell phones; 66 percent have email addresses; and only 13 percent have a landline phone
- 58 percent of riders don't have access to a car either as a driver or a passenger; this is much higher than rates reported by TriMet or LTD, which were 39 percent and 33 percent, respectively
- 35 percent of riders are students; the largest proportion of students go to high school (half of the students), then college (40 percent of the students); 83 percent of college students go to Chemeketa Community College
- Over 40 percent of riders are considered "minorities" for Title VI Equity Analysis purposes; at least 25 percent are Hispanic
- Gender identity is divided about equally between male and female riders
- Half of riders are ages 34 and under
- At least 24 percent of riders live below 150% FPL and are considered "low-income" for Title VI equity analysis purposes
- Over 25 percent of customers live in households where a language other than English is the primary spoken language
- At least 12 percent of riders speak English less than "very well"

## **Appendix A: Survey Methodology and Statistical Significance**

### **Methodology**

Cherriots performed a survey of its riders in May and June 2016 to collect this information from riders of all the District's services. In order to comply with the District's Title VI policies for fare changes, staff had to gather fare payment data and rider demographics at a statistically significant number of surveys on all Cherriots local bus services.

Bilingual temporary employees were hired to ride the buses and collect surveys from customers. Also, one bilingual customer service staff person was utilized to cover some early morning trips. The goal was to cover the whole span of service on each route in order to survey the riders who use the buses in the early morning hours, commute hours, the middle of the day, and late evening service.

A statistically significant number of surveys were collected from users of the Cherriots local buses in most cases. An attempt was made to collect a statistically significant number of surveys from riders of the District's demand responsive services such as the West Salem Connector, CARTS, RED Line, and CherryLift, but it proved very costly and ineffective. Therefore, only a limited number of surveys were collected on these services. This report focuses entirely on the surveys obtained on Cherriots local buses as well as regional express routes 1X and 2X (Wilsonville / Salem Express and Grand Ronde / Salem Express, respectively). A statistically significant sample was achieved on all but two Cherriots local buses. Table 1 below contains a summary of the number of surveys collected on each individual route.

**Table 1. Number of Surveys Collected on Each Cherriots Local Bus Route**

<b>Cherriots Local Bus Route Number</b>	<b>Sample Size Needed for Statistical Significance (95% confidence interval)</b>	<b>Surveys Collected</b>
1	92	133
1X/2X	67	77
2	89	121
3	85	112
4/4A	85	108
5/5A	90	90
6	79	79
7	71	77
8/8A	86	100
9/9A	79	79
10	55	57
11	92	92
12*	55	44*
13	80	80
14*	52	51*
<b>Cherriots Local Bus Total:</b>	<b>1157</b>	<b>1300</b>

\*Routes 12 and 14 did not meet the threshold for statistical significance.



### **Difficulty of Achieving Statistically Significant Numbers on Some Routes**

As shown in Table 1, only Routes 12 and 14 did not achieve enough surveys to be considered statistically significant data. On Route 12, forty-four surveys were collected after spending 21 hours of labor riding the buses. The low ridership level made it very costly to obtain surveys on this route that runs only once an hour. Also, many people refused to take the survey over and over, so we were forced to stop riding the buses after so many hours had past with poor results. Route 14 also was short, but just by one survey (51 out of 52 were obtained). This is also a low ridership route and is difficult to get people to take the survey multiple times.

Although a statistically significant number of surveys was not obtained on two Cherriots routes, the overall total (1,300) was twelve percent greater than the total required to meet the sample size goal at the 95% confidence interval. Therefore, the survey results are valid for the system as a whole.

### **Survey Instrument**

The survey instrument or questionnaire was developed using examples from nearby transit agencies (TriMet and Lane Transit District) which have conducted such surveys in the last year. Questions were developed in a format that would take up to two minutes for the surveyor to walk through the survey with riders. In order to maintain uniformity and encourage people of all races, ages, genders, etc. to participate, bilingual (English and Spanish) temporary employees were hired to conduct the survey on-board the buses, although passengers were also allowed to take the survey and return it to the surveyor or Customer Service at the Downtown Transit Center. Copies of the survey instrument in English and Spanish can be found in **Appendix B**.

Questions were asked not only to determine how they paid their fare, but what kind of fare instrument (cash, day pass, or multi-day pass) they purchased. If children were traveling with parents, separate surveys were filled out for each child, including infants. The location where the customer purchased the fare was also important to see where different people choose to buy their fares. In order to plan for future fare payment methods such as a smartphone flash pass, the types of technology owned by the customers was also a question asked. Finally, whether the person had a vehicle available to make the trip either as a driver or a passenger and whether the person was a current student was asked. These details help District staff understand the methods that the current customer base pays for their fares and how they may choose to pay if certain technology options were available to them.

The second half of the survey was optional since it asked sensitive questions such as race, gender, and household income. Even though it was said to be a voluntary section, over ninety percent of the surveys received responded to at least the race question. The following is a list of voluntary questions asked:

- Race
- Ethnicity (Latino or not Latino)
- Gender
- Age
- Household income
- Number of people living in household
- Language primarily spoken at home other than English
- Ability level of spoken English

## **Appendix B: Copies of the Survey Instrument in English and Spanish**

## PLEASE COMPLETE THIS SALEM-KEIZER TRANSIT RIDER SURVEY

**Dear Rider:** Salem-Keizer Transit thanks you for riding. In order to plan for improved ways to pay your fare, we need your help. Please take a moment to fill out this survey and return it to your driver or to Cherriots Customer Service (if traveling with children, please fill out a survey for them separately). Thank you for your time!

**1. What service are you riding now?** (Please check one and indicate the route number, if applicable)

☐ Cherriots Local Route # \_\_\_\_\_ ☐ West Salem Connector (WSC) ☐ Route 1X ☐ Route 2X ☐ CARTS Route # \_\_\_\_\_ ☐ RED Line Shopper Shuttle ☐ RED Line Dial-a-Ride ☐ CherryLift

**2. How did you pay your fare for this trip?** (check one)

	CASH (1-WAY)	1-DAY PASS	30-DAY/ MONTHLY PASS	10-RIDE TICKET BOOK	ANNUAL PASS	UNIVERSAL MONTHLY PASS
Cherriots or WSC Adult / Full Fare	<input type="checkbox"/> \$1.60	<input type="checkbox"/> \$3.25	<input type="checkbox"/> \$45.00	N/A	<input type="checkbox"/> \$540.00	<input type="checkbox"/> \$85.00
Cherriots or WSC Reduced & Youth	<input type="checkbox"/> \$0.80	<input type="checkbox"/> \$1.50	<input type="checkbox"/> \$22.50	N/A	<input type="checkbox"/> \$270.00	<input type="checkbox"/> \$42.50
CARTS Adult / Full Fare	<input type="checkbox"/> \$2.25	<input type="checkbox"/> \$4.50	<input type="checkbox"/> \$60.00	N/A	N/A	<input type="checkbox"/> \$85.00
CARTS Reduced & Youth	<input type="checkbox"/> \$1.50	<input type="checkbox"/> \$3.00	<input type="checkbox"/> \$30.00	N/A	N/A	<input type="checkbox"/> \$42.50
Route 1X Adult / Full Fare	<input type="checkbox"/> \$3.00	N/A	N/A	N/A	N/A	<input type="checkbox"/> \$85.00
Route 1X Reduced & Youth	<input type="checkbox"/> \$1.50	N/A	N/A	N/A	N/A	<input type="checkbox"/> \$42.50
Route 2X Adult / Full Fare	<input type="checkbox"/> \$3.00	<input type="checkbox"/> \$6.00	<input type="checkbox"/> \$85.00	N/A	N/A	N/A
Route 2X Reduced & Youth	<input type="checkbox"/> \$1.50	<input type="checkbox"/> \$3.00	<input type="checkbox"/> \$42.50	N/A	N/A	N/A
RED Line Shopper Shuttle	<input type="checkbox"/> \$1.25	N/A	N/A	<input type="checkbox"/> \$12.50	N/A	N/A
RED Line Dial-a-Ride	<input type="checkbox"/> \$3.20	N/A	N/A	<input type="checkbox"/> \$32.00	N/A	N/A
CherryLift	<input type="checkbox"/> \$3.20	N/A	N/A	N/A	N/A	N/A
Other Passes	<input type="checkbox"/> Summer Youth Pass <input type="checkbox"/> Free (ages 0-5) <input type="checkbox"/> Other _____					

**3. If you are using a 1-Day, 30-Day, or monthly pass, how many one-way trips will you make on it today?** \_\_\_\_\_

**4. Where did you pay for your fare?** (check one)

☐ On board the bus ☐ Cherriots Customer Service ☐ Local retail store ☐ Place of employment  
☐ Other \_\_\_\_\_ ☐ N/A

**5. Do you have the following?** (check all that apply)

☐ Smart Phone ☐ Tablet ☐ Cell Phone ☐ Desktop/Laptop ☐ Email account ☐ Landline phone ☐ Texting

**6. Do you have a vehicle you could have used to make this trip either as the driver or as a passenger?** ☐ Yes ☐ No

**7. Are you a student?** (check one) ☐ Yes, full-time college ☐ Yes, part-time college ☐ Yes, high school ☐ Yes, middle school ☐ Yes, elementary school ☐ No

If you are a college student, which college? ☐ Chemeketa CC ☐ Willamette U. ☐ WOU ☐ Other \_\_\_\_\_

The following questions are voluntary, but will help us meet the needs of future riders.

**8. What is your race?** (check one) ☐ African American or Black ☐ Asian ☐ Native Hawaiian or Pacific Islander  
☐ American Indian or Alaska Native ☐ White or Caucasian ☐ Two or More Race Groups ☐ Other

**9. What is your ethnicity?** (check one) ☐ Hispanic or Latino ☐ Not Hispanic or Latino

**10. Are you?** (check one) ☐ Male ☐ Female ☐ Other

**11. What is your age?** \_\_\_\_\_

**12. What was your annual gross household income before taxes in 2015? This is the combined income of each person living in your home, whatever the source.** (check one) ☐ \$0-\$9,999 ☐ \$10,000-\$19,999 ☐ \$20,000-\$29,999  
☐ \$30,000-\$39,999 ☐ \$40,000-\$49,999 ☐ \$50,000 or more ☐ Don't know

**13. How many people including yourself live in your household?** \_\_\_\_\_

**14. Do you primarily speak a language other than English at home?** ☐ Yes, we speak \_\_\_\_\_ at home ☐ No

¿Habla un idioma que no sea inglés? ☐ Sí. ¿Que idioma es ese? \_\_\_\_\_ ☐ No

Говорите ли вы дома на других языках, кроме Английского? ☐ Да, мы говорим на \_\_\_\_\_ дома ☐ Нет

**15. How well do you speak English?** ☐ Very Well ☐ Well ☐ Not Well ☐ Not at all

¿Cuan bien habló el inglés? ☐ Muy bien ☐ Bien ☐ No bien ☐ No hablo inglés

На сколько хорошо вы говорите на английском? ☐ Очень хорошо ☐ Хорошо ☐ Не очень хорошо ☐ Совсем не говорю

## POR FAVOR LLENE ESTA ENCUESTA PARA USUARIOS DEL SERVICIO DE TRANSPORTE SALEM-KEIZER

**Estimado usuario del servicio de transporte:** El tránsito de Salem-Keizer le agradece por usar nuestro servicio. Para que podamos planear mejores formas de pago de la tarifa requerimos de su ayuda. Por favor tome unos minutos para llenar esta encuesta y entréguela al conductor o a Servicio al Cliente (si viaja con niños, llene una encuesta para ellos a parte). ¡Gracias por su tiempo!

1. ¿Qué servicio utiliza usted ahora? (Por favor marque uno e indique el número de ruta, si aplica)

☐ Cherriots Local Ruta # \_\_\_\_\_ ☐ Salem Oeste Conector (WSC) ☐ Ruta 1X ☐ Ruta 2X ☐ CARTS Ruta # \_\_\_\_\_ ☐ Línea RED Servicio de Autobús para ir de compras ☐ Línea RED Llamar y solicitar transporte ☐ CherryLift

2. ¿Cómo pagó su tarifa para este viaje? (marque uno)

	EFFECTIVO (VIAJE DE IDA)	1-DÍA	30-DÍAS/ MENSUALMENTE PASE	10-TRASLADOS PASE TALONARIO	ANUAL PASE	UNIVERSAL MENSUALMENTE PASE
Tarifa Completa/Adulto Cherriots o WSC	<input type="checkbox"/> \$1.60	<input type="checkbox"/> \$3.25	<input type="checkbox"/> \$45.00	N/D	<input type="checkbox"/> \$540.00	<input type="checkbox"/> \$85.00
Joven y con Descuento Cherriots o WSC	<input type="checkbox"/> \$0.80	<input type="checkbox"/> \$1.50	<input type="checkbox"/> \$22.50	N/D	<input type="checkbox"/> \$270.00	<input type="checkbox"/> \$42.50
Tarifa Completa/Adulto CARTS	<input type="checkbox"/> \$2.25	<input type="checkbox"/> \$4.50	<input type="checkbox"/> \$60.00	N/D	N/D	<input type="checkbox"/> \$85.00
Joven y con Descuento CARTS	<input type="checkbox"/> \$1.50	<input type="checkbox"/> \$3.00	<input type="checkbox"/> \$30.00	N/D	N/D	<input type="checkbox"/> \$42.50
Tarifa Completa/Adulto Ruta 1X	<input type="checkbox"/> \$3.00	N/D	N/D	N/D	N/D	<input type="checkbox"/> \$85.00
Tarifa Completa/Adulto Ruta 1X	<input type="checkbox"/> \$1.50	N/D	N/D	N/D	N/D	<input type="checkbox"/> \$42.50
Tarifa Completa/Adulto Ruta 2X	<input type="checkbox"/> \$3.00	<input type="checkbox"/> \$6.00	<input type="checkbox"/> \$85.00	N/D	N/D	N/D
Joven y con Descuento Ruta 2 X	<input type="checkbox"/> \$1.50	<input type="checkbox"/> \$3.00	<input type="checkbox"/> \$42.50	N/D	N/D	N/D
Transporte para ir de compras Línea RED	<input type="checkbox"/> \$1.25	N/D	N/D	<input type="checkbox"/> \$12.50	N/D	N/D
Llamar y solicitar servicio línea RED	<input type="checkbox"/> \$3.20	N/D	N/D	<input type="checkbox"/> \$32.00	N/D	N/D
CherryLift	<input type="checkbox"/> \$3.20	N/D	N/D	N/D	N/D	N/D
Otros Pases	<input type="checkbox"/> Pase de Verano para Joven	<input type="checkbox"/> Gratis (edad 0-5)	<input type="checkbox"/> Otro _____			

3. Si usa un pase de 1 día (1-Day Pass), ¿cuántos viajes de ida puede hacer hoy con él? \_\_\_\_\_

4. ¿Dónde pagó usted su tarifa? (marque uno)

☐ A bordo del autobús ☐ Servicio al Cliente Cherriots ☐ Tienda al detalle local ☐ Lugar de empleo ☐ Otro \_\_\_\_\_ ☐ N/D

5. ¿Tiene usted lo siguiente? (marque todo lo que aplique)

☐ Teléfono inteligente ☐ Tableta ☐ Teléfono celular ☐ Computadora de escritorio/laptop ☐ Cuenta de correo electrónico ☐ Teléfono de línea terrestre ☐ Teléfono ☐ Texto

6. ¿Tiene usted un vehículo que podría haber usado para realizar este viaje ya sea como chofer o pasajero? ☐ Sí ☐ No

7. ¿Es usted estudiante? (marque uno) ☐ Sí, colegio uni-versitario tiempo completo ☐ Sí, colegio universitario a tiempo parcial ☐ Sí, preparatoria ☐ Sí, secundaria ☐ Sí, primaria ☐ No

Si usted es un estudiante de colegio universitario, ¿cuál colegio?

☐ Chemeketa CC ☐ Willamette U. ☐ WOU ☐ Otro \_\_\_\_\_

**Las siguientes preguntas son voluntarias, pero nos ayudarán a satisfacer las necesidades de transportistas futuros.**

8. ¿Cuál es su raza? (marque uno) ☐ Afroamericano o Negro ☐ Asiático ☐ Hawaiano Nativo o de las Islas del Pacífico ☐ Indio Americano o Nativo de Alaska ☐ Blanco o Caucásico ☐ Dos o más grupos de raza ☐ Otro

9. ¿Cuál es su etnia? (marque uno) ☐ Hispano o Latino ☐ No Hispano o Latino

10. ¿Es usted? (marque uno) ☐ Hombre ☐ Mujer ☐ Otro

11. ¿Qué edad tiene? \_\_\_\_\_

12. ¿Cuál fue el ingreso bruto familiar anual antes de los impuestos en 2015? Este es el ingreso combinado de cada persona que vive en su hogar, independientemente del origen. (marque uno) ☐ \$0-\$9,999 ☐ \$10,000-\$19,999 ☐ \$20,000-\$29,999 ☐ \$30,000-\$39,999 ☐ \$40,000-\$49,999 ☐ \$50,000 o más ☐ No sabe

13. ¿Cuánta gente, usted incluido, vive en su hogar? \_\_\_\_\_

14. Do you primarily speak a language other than English at home? ☐ Yes, we speak \_\_\_\_\_ at home ☐ No

¿Habla un idioma que no sea inglés? ☐ Sí. ¿Que idioma es ese? \_\_\_\_\_ ☐ No

Говорите ли вы дома на других языках, кроме Английского? ☐ Да, мы говорим на \_\_\_\_\_ дома ☐ Нет

15. How well do you speak English? ☐ Very Well ☐ Well ☐ Not Well ☐ Not at all

¿Cuan bien habló el inglés? ☐ Muy bien ☐ Bien ☐ No bien ☐ No hablo inglés

На сколько хорошо вы говорите на английском? ☐ Очень хорошо ☐ Хорошо ☐ Не очень хорошо ☐ Совсем не говорю