



Salem Area Mass Transit District  
**Board of Directors Meeting**  
**August 24, 2023**

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Salem Area Mass Transit District  
**Board of Directors Meeting Minutes**

Senator Hearing Room: 555 Court St. NE, Salem, Oregon 97301

**August 24, 2023**

Full Video of Board Meeting can be accessed at: [https://www.youtube.com/playlist?list=PLSUQ1gg6M78XRjv71IiYD\\_YiUu7ABEx92](https://www.youtube.com/playlist?list=PLSUQ1gg6M78XRjv71IiYD_YiUu7ABEx92)

**Attendees:**

Board: President Maria Hinojos Pressey, Directors Ramiro Navarro Jr. (Arrived at 6:05 p.m.), Ian Davidson, Sara Duncan, and Bill Holmstrom. Absent: Sadie Carney

Staff: Deputy General Manager David Trimble, CTO Baofeng Dong, CFO Denise LaRue, CCO Patricia Feeny, CPDO Shofi Ull Azum, COO Tom Dietz, Strategic Initiatives Administrator Bobbi Kidd, Service Planning Manager Chris French (Virtual), Contract/Procurement Manager Dan Knauss (Virtual), Marketing Coordinator Jonah Hanson, Commuter Options Coordinator Kiki Dohman, and Executive Assistant Kirra Pressey.

Guest: Legal Counsel Dave Anderson (Virtual).

**I. CALL TO ORDER**

- A.** President Maria Hinojos Pressey called the meeting to order at 5:30 p.m. Attendance was noted and a quorum was present.
- B.** DGM Trimble provided the safety moment with a focus on back-to-school safe driving. He provided several tips for driving in and around school zones, highlighting ways to keep both drivers and students safe.

**II. ANNOUNCEMENTS | CHANGES TO THE AGENDA**

President Hinojos Pressey announced GM Pollock was absent for this evening's meeting. He is returning to Oregon from an American Public Transportation Association's Nominating Committee meeting.

**III. OATH OF OFFICE**

President Hinojos Pressey asked newly elected Board Secretary, Director Duncan to move to the front of the dais to complete the Oath of Office. Director Duncan completed the Oath of Office for a term ending June 30, 2025. Newly elected Board Treasurer, Director Carney will perform her Oath at an upcoming meeting.

**IV. PUBLIC COMMENT - None**

**V. CONSENT CALENDAR**

Presenter: President Hinojos Pressey

Staff Report: Pg. 4-12

**A. Approval of Minutes**

1. July 27, 2023 Board of Directors Meeting
2. August 10, 2023 Board of Directors Work Session

**B. Routine Business Items**

1. Award of Contract for Steam Bay Vehicle Lift

Director Navarro requested pictures of the Steam Bay Vehicle Lift. Pictures were provided by COO Dietz and can be viewed as Attachment A.

Motion:	<b>Approve the Consent Calendar</b>
Motion By:	<b>Director Sara Duncan</b>
Second:	<b>Director Bill Holmstrom</b>
Vote:	<b>Motion Passed Unanimously</b>

**VI. ITEMS DEFERRED FROM THE CONSENT CALENDAR - None**

**VII. ACTION ITEMS**

- A.** Award of Contract for Cherriots ITS Project

Presenter: COO Tom Dietz

Staff Report: Pg. 13-16

COO Dietz provided a brief background on Salem Area Mass Transit District's (SAMTD) implementation efforts of an Intelligent Transportation System (ITS). He also discussed the most recent renewed solicitation for ITS along with the selection process for the four proposal responses received in response to the Request for Proposals (RFP). COO Dietz noted the Source Evaluation Committee's (SEC) decision to move forward with Avail Technologies Inc. for the delivery of an ITS was unanimous. COO Dietz was able to answer and/or provide clarification for all questions received from the Board.

Motion:	<b>I move that the Board authorize the General Manager to enter into a contract with Avail Technologies, Inc. for the delivery of an Intelligent Transportation System and approve a project budget amount not exceed \$2,877,448 (two million, eight hundred seventy-seven thousand, four hundred and forty-eight dollars).</b>
Motion By:	<b>Director Ian Davidson</b>
Second:	<b>Director Sara Duncan</b>
Vote:	<b>Motion Passed Unanimously</b>

**B. Award of Contract for Survey Services**

Presenter: CCO Patricia Feeny

Staff Report: Pg. 17-19

CCO Feeny discussed the previous process for retaining survey services, indicating each survey generated its own RFP culminating in its own contract for services. To establish a more efficient method of developing and conducting surveys an RFP was issued to obtain the services of a professional services firm. Out of the four proposals received, the SEC selected ETC Institute as the successful proposer.

Motion:	<b>I move that the Board authorize the General Manager to execute a contract with ETC Institute for the provision of survey services for three years plus four optional years for an amount not to exceed \$723,805 (seven hundred and twenty-three thousand, eight hundred and five dollars).</b>
Motion By:	<b>Director Ian Davidson</b>
Second:	<b>Director Bill Holmstrom</b>
Vote:	<b>Motion Passed Unanimously</b>

**VIII. INFORMATIONAL REPORTS**

**A. FY2023 Q4 Strategic Report & TransDASH Debut**

Presenter: Strategic Initiatives Administrator Bobbi Kidd

Staff Report: 20-28

Strategic Initiatives Administrator Kidd presented the FY23 Q4 Strategic Report discussing the success outcomes for Community Value, Customer Satisfaction, Culture of Ownership, and Financial Sustainability. She also provided a look at what is to come in FY24. Lastly she discussed the TransDASH Dashboard that is now live on the Cherriots website, in addition she provided a brief tutorial on how to access the Dashboard.

**B. FY2023 Commuter Options Annual Report**

Presenter: Commuter Options Coordinator Kiki Dohman

Staff Report: 29-50

Commuter Options Coordinator Dohman discussed the FY23 Commuter Options' priorities and outcomes along with their associated projects; indicating that all projects are centered on employer outreach and community engagement to improve awareness and access to transportation options through training, safety education, and public outreach. The projects discussed included the following: safety video for Salem Keizer schools, Salem Station at Gilbert House, updated marketing materials

(can be seen in Attachment B), vanpool program, and Get There database. She also provided a look at what is to come in FY24.

**IX. GENERAL MANAGER'S REPORT**

DGM Trimble introduced Cherrits two new chiefs: Chief Technology Officer Baofeng Dong and Chief Planning and Development Officer Shofi Ull Azum.

**X. BOARD OF DIRECTORS REPORT**

1. Board Committee Assignments:

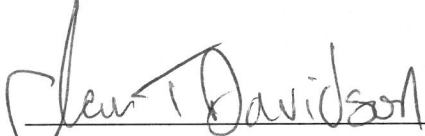
President Hinojos Pressey announced she has assigned Directors Davidson, Navarro, and Holmstrom to the FY27 Service Enhancement Committee. She also indicated no other Board member assignments have changed and will remain the same.

President Hinojos Pressey and Directors provided reports on committees and activities in which they represent SAMTD.

**XI. ADJOURN**

President Hinojos Pressey adjourned the meeting at 7:04 p.m.

**Respectfully Submitted**

  
\_\_\_\_\_  
**Ian T. Davidson, Board Vice-President**



# AREA CONSTRUCTION PROJECTS



## Know before you go

In partnership with ODOT, Cherriots is helping people get where they need to go during the summer construction season. Check out what routes serve you best, your ridematch options, and the safe ways to bike around.

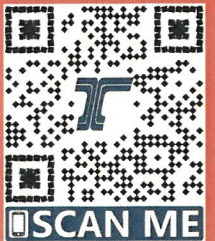
To learn more about your transportation options, go to:

[direc.to/jT4J](https://direc.to/jT4J)



## ODOT PROJECTS IN SALEM-KEIZER

Go to [direc.to/jU5q](https://direc.to/jU5q) to learn about work happening in the Salem-Keizer area.





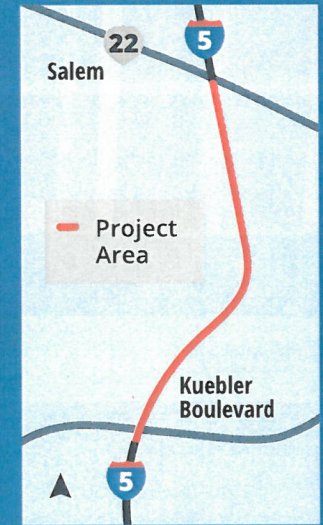
## I-5 Construction

Highlighted below are a few projects on I-5 that are constructing over the next several years.

### I-5 PAVING: SANTIAM HIGHWAY TO KUEBLER BOULEVARD

ODOT is replacing the pavement to create a smoother ride and improving accessibility at the northbound I-5 on and off-ramps at Kuebler Boulevard.

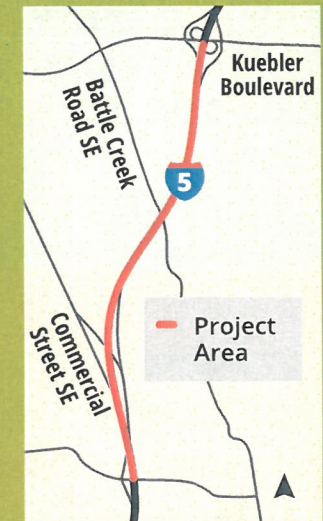
Learn more: [direc.to/jU5J](https://odot.wa.gov/direc.to/jU5J)



### I-5 WIDENING: KUEBLER BOULEVARD TO DELANEY ROAD

ODOT is widening this portion of southbound I-5 to address the traffic congestion by widening the road and replacing two bridges. ODOT plans to shift traffic on I-5 into a new pattern during construction.

Learn more: [direc.to/jU5M](https://odot.wa.gov/direc.to/jU5M)







## ↑ Boost health, wellness, and productivity

Biking and walking are great for staying active and exploring your community. Improve your mental and physical health by making trips by foot or bike.

### BENEFITS OF BIKING AND WALKING

- \$ Save money
- 🌱 Help the environment
- 😊 Reduce stress
- ⚙️ Increase productivity

## BIKES ON TRANSIT

Combining biking and transit gives you more flexibility and more ways to reach your destination. All Cherriots buses are equipped with safe and easy-to-use bike racks so buses can be a part of your commute.

For information on how to load a bicycle on a Cherriot bus, types of bikes allowed, and tips for riding near buses, visit [Cherriots.org/Bicycling](https://www.cherriots.org/Bicycling).



# CARPOOL, VANPOOL, AND GET THERE OREGON



## Share the ride and the cost

Shared commute options like carpooling and vanpooling make travel easier and give you more time back in your day. Connect with neighbors, colleagues, and friends to get the most out of your commute.

## BENEFITS OF CARPOOL AND VANPOOL

-  Save money
-  Enjoy more free time
-  Socialize with friends and colleagues
-  Reduce CO<sub>2</sub> emissions

**Carpools** are when two or more people share a ride to work or school in one of their own cars. Vanpools are vendor-provided vehicles where larger groups of people (5-15) with longer commutes (typically 20+ miles) share the ride.

## Get There Connect - Your Travel Support

Get There Connect is Oregon's free online trip planning, ridematching, and rewards tool for commuters. It's simple. Just create an account at **GetThereOregon.org** to find carpool and vanpool matches that work best for your commute.

### GUARANTEED RIDE PROGRAM

To help feel confident that you can get where you need to in an emergency, Cherriots offers a free Guaranteed Ride Program where you can get a taxi voucher for free through your active Get There Connect account. Any person registered with an affiliated organization or community group in Polk, Marion, or Yamhill counties and who uses a transportation option other than driving to work alone are eligible.

### REGISTER YOUR ACCOUNT NOW AT:

[GetThereOregon.org](http://GetThereOregon.org)  
or contact Cherriots at  
[info@cherriots.org](mailto:info@cherriots.org)  
for more information.

### EMPLOYER AND COMMUNITY NETWORKS

Your workplace and neighborhood can sign up for a free, customized network with Get There Oregon to track and report real-time metrics, such as participation, money saved, reduced emissions, and more.

### CONTACT

[info@GetThereOregon.org](mailto:info@GetThereOregon.org) to set up a free network for your organization or area.



## Sit back, relax, and enjoy the ride with Cherriots

Cherriots provides safe, friendly, and reliable bus service serving Salem, Keizer, and the Mid-Willamette Valley area, for a convenient way to get to work, to school, downtown or the grocery store without driving.




Most routes departing from the Downtown Transit Center operate:

**Weekdays:** 6 a.m. to 9 p.m.

**Saturdays:** 7 a.m. to 9 p.m.

**Sundays:** 8 a.m. to 8 p.m.

## BENEFITS OF TAKING TRANSIT

-  Save money on gas
-  Reduce CO<sub>2</sub> emissions
-  Avoid the stress of traffic and parking

To learn more about routes and schedules, visit:

[Cherriots.org/  
services](https://Cherriots.org/services)

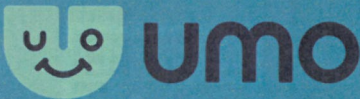


**Cherriots is here to support our community with ways to make getting where you need to go an easy part of your day.**

## **UMO**

**Paying your fare just got easier!** Umo is a reloadable electronic fare payment system that provides Cherriots riders an easy way to pay for their fare by tapping either a pre-loaded card or by holding their phone (Umo Mobility App) to an electronic fare reader as they board the bus.

To learn more about Umo, visit [Cherriots.org/umo](https://www.cherriots.org/umo).



## **GROUP PASS PROGRAM (GPP)**

Is your business or organization looking for a great way to "go green?" Offering transit benefits through the Cherriots Group Pass Program allows organizations to purchase bus passes for 100% of their employees, residents, or students at a deeply discounted rate. The program helps promote sustainable transportation, alleviate parking pressure, traffic congestion, and is a great economic perk for organizations to offer.

## **CONTACT US**

Learn more about Group Pass and get started by contacting us at [info@cherriots.org](mailto:info@cherriots.org) or by phone at [503-588-2877](tel:503-588-2877).