



Salem Area Mass Transit District
Board of Directors

~ WORK SESSION ~

October 8, 2018

Courthouse Square – Senator Hearing Room
555 Court Street NE, Salem, Oregon 97301

MINUTES

- PRESENT:** President Robert Krebs; Directors Jerry Thompson, Steve Evans, Colleen Busch (left at 6:46 p.m.), Kathy Lincoln, and Doug Rodgers; **ABSENT:** Director Marcia Kelley
- Board**
- Staff** Allan Pollock, General Manager; David Trimble, Chief Operating Officer; Patricia Feeny, Director of Communication; Paula Dixon, Director of Administration; Steve Dickey, Director of Transportation Development; Chris French, Senior Planner; Ted Stonecliffe, Transportation Planner II; Linda Galeazzi, Executive Assistant
- Guests** Cory-Ann Wind, Oregon Clean Fuels Program Manager, Oregon Department of Environmental Quality

1. CALL TO ORDER

5:30 PM

President Bob Krebs called the work session to order at 5:32 p.m.

2. SAFETY MOMENT

Mr. Pollock spoke about whole body wellness and how it will help to minimize safety accidents. A sound body and mind come from eating right, exercise, getting enough sleep and from volunteering your time.

3. PRESENTATION

Oregon's Clean Fuels Program

5:32 PM

Presenter: Cory-Ann Wind, Oregon Department of Environmental Quality (ODEQ)
Ms. Wind presented the Oregon Clean Fuels Program that is overseen by the ODEQ regulatory agency. The program's goal is to reduce the carbon intensity of Oregon's transportation fuels by 10% between 2016 and 2025. Salem Area Mass Transit District ("District") has been registered in the program since September 2016. Clean fuels that reduce the carbon intensity include renewable diesel, natural gas, biogas, propane and electricity.

4. DISCUSSION

a. Proposed FY2020 Budget Calendar

6:14 PM

Staff report: Pages 1-2 of the agenda.

Presenter: Allan Pollock, General Manager/CEO

Board members discussed making changes to the budget calendar prior to taking action at the October 25th Board meeting. Directors recommended that there be no budget orientation meeting. In its place, budget committee members can meet informally in groups of 2 or 3 with the Director of Finance for a budget orientation. The first budget committee meeting will then be scheduled for Thursday, May 2, 2019 when the committee receives the proposed budget presented by the General Manager. Subsequent budget committee meetings will be scheduled on May 9 and if needed, May 16, 2019 until the budget is approved. The Budget Committee will then present the approved budget to the Board at the June 27, 2019 Board meeting and the Board will hold a Budget Hearing.

Follow-up: **Staff will make the necessary changes recommended for the FY2020 Budget Calendar and present it to the Board for action at the October 27, 2018 Board meeting.**

b. Report on City of Salem Congestion Relief Task Force Final Meeting 6:20 PM

Staff report: Pages 3-4 of the agenda

Presenter: Chris French, Senior Planner

Mr. French reported on the final meeting of the Congestion Relief Task Force held on September 14, 2018. The task force will take their final recommendations to the Salem City Council on November 5 at 6:00 p.m. for further discussion and action on a short term solution to improve traffic congestion. Short term solutions being recommended by the task force include guide signage, an increase in pedestrian delays at signaled crosswalks, a connector in West Salem at Musgrave Avenue, and travel time signage. Documentation used by the Task Force to formulate their recommendations can be found on the City of Salem's website.

In response to questions asked about the Task Force, Mr. French reported that Task Force members included Mayor Chuck Bennett, Chris Hoy, Jim Lewis, and Cara Kaser; there were two staff advisors who were not voting members and there were no citizen members. The audience who attended the meetings could write down questions for an answer from the Task Force but there was no public input during the meetings. One of the recommendations was an increased pedestrian delay at Liberty and Ferry Streets where pedestrians will have to wait for a second signal before they can cross the road.

Follow-up: **The Board will receive a report about the November 5 City Council meeting and their discussion about the task force recommendations.**

c. Customer Education Campaign

6:29 PM

Staff report: Pages 5-14 of the agenda

Presenter: David Trimble, Chief Operating Officer
Jonah Hanson, Marketing Coordinator

Mr. Trimble reported on the creation and implementation of a Customer Education Campaign to develop informational materials that will provide Cherrriots customers with the tools necessary to enrich their experience while using Cherrriots services. The initial execution of this project will be a yearlong educational campaign implemented in five stages. The Operations Division initially sponsored the campaign with the Communication Division talking the lead on the project implementation. Other departments and divisions assisted with technical experience which proved to be very valuable during the process.

Mr. Hanson provided details on the five stages of the campaign. Phase One - permanent vehicle messaging is scheduled for completion in March 2019. Phase Two - enhanced service efficiency, Phase Three - system safety, Phase Four - security and courtesy; and Phase Five - evaluation will begin in April 2019. Each phase is three months long.

In response to questions asked about the campaign, Mr. Trimble stated that results of the campaign will be measured beginning with a snapshot of time for a benchmark moving forward. The messaging that was created is engaging, informative and fun. The characters created for the messaging may have a life beyond the campaign.

Follow-up: **Staff will keep the Board posted on the status of the campaign.**

d. Service Enhancement Discussion – Review the STIF Plan Application 6:59 PM

Staff report: Pages 15-34 of the agenda

Presenter: Allan Pollock, General Manager
Chris French, Senior Planner

The District's Board of Directors, as the governing body, is the designated Qualified Entity (QE) for STIF monies received for public transportation service providers (PTSPs) in Marion and Polk Counties. The PTSPs include Cherrriots Local, Cherrriots Regional, Woodburn Transit, and Silverton's Silver Trolley. The PTSPs provided projects based on two scenarios with estimated tax revenues provided by ODOT for a biennium (2019-2021). The first scenario described the PTSPs project list using an expected tax revenue at 100%. Projects listed for the second scenario were budgeted at 130% estimates of expected tax revenue.

The Board reviewed the project list for Woodburn Transit and for the Silverton Trolley. They had a lengthy discussion about the Districts proposed projects for new expanded services and fares.

Board members considered that their priorities for new STIF monies have been based on the 2017 Needs Assessment Report and on the public input they've received for more

service and expanded hours - Saturday service, expanded evening service and for Sunday service. They voiced their concerns about the proposed fare structure for new Youth and Universal Day Pass fare products that will come with a cost. The new fare structure for Cherriots Local was estimated at \$120,445 per year; and \$17,081 per year on Cherriots Regional. They supported low income fares for youth to go to after school activities, and to work, etcetera, but felt that service for the same demographic was a more important need. They considered that they would have to cut out four routes from the Districts Plan to recover the loss of fare revenue. Saving routes was their priority.

The STIF Advisory Committee (STIFAC) reviewed and discussed the Plan at their meeting on October 3, 2018. Mr. Pollock advised that staff will take the Board's comments and questions back to the STIFAC for their final review and action at their October 15, 2018 meeting. The STIFAC will make a formal recommendation to the Board for adoption of the Plan at their October 25, 2018 meeting.

Follow-up: Staff will clean up the draft STIF Plan and the financial impact summary on page 32 of the agenda; and provide the STIFAC with data to show the differences in lower fares versus service enhancements.

4. GENERAL MANAGER COMMENTS

8:04 PM

Staff report: Pages 35-40 of the agenda

Presenter: Allan Pollock, General Manager

Board members reviewed the draft agenda for the October 25, 2018 board meeting, the Board's calendar of scheduled meetings and events, and a draft of upcoming agenda items for Board review or action.

Follow-up: None

5. WORK SESSION ADJOURNED

8:10 PM

Recorded and Submitted by: Linda Galeazzi, Executive Assistant/Clerk of the Board