



Salem Area Mass Transit District
Board of Directors

~ VIRTUAL WORK SESSION ~

July 23, 2020

Via Google Meet

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

MINUTES

PRESENT: President Ian Davidson; Directors Robert Krebs, Chi Nguyen, Colleen Busch, Sadie Carney and Charles Richards
Board

Staff Allan Pollock, General Manager; David Trimble, Deputy General Manager/COO; Al McCoy, Chief Financial Officer; Patricia Feeny, Director of Communication; Paula Dixon, Director of Administration; Steve Dickey, Director of Strategic Initiatives & Program Management; Scott Kirkland, Network Administrator; and Linda Galeazzi, Executive Assistant

Guests: Maria Hinojos-Pressey, SAMTD Budget Committee citizen member, and Nick Fortey, WSNA Transportation & Infrastructure Committee Chair

1. CALL TO ORDER

5:05 PM

President Ian Davidson called the work session to order at 5:05 p.m. A quorum was present.

Mr. Pollock shared a *Safety Moment* for the month of July that was shared by Governor Brown to slow the spread of the COVID disease called the Three W's. Remember to Wear a mask, Wash your hands, and Watch your distance.

2. PRESENTATION – None

3. DISCUSSION

A. Mobility As A Service (MaaS) 101

Staff report: Pages 1-10 of the agenda

Presenter: Steve Dickey, Director of Strategic Initiatives & Program Management

Mr. Dickey gave a presentation on Mobility as a Service 101 that provided a background on how the pandemic transformed public transportation, and how the District can play a

central role in its recovery by bringing mobility integration to the mid-valley region. He said the District would not have to do it all, just be the connection to it all. It is a way to provide the best possible, people-centered, safe and all-inclusive travel options; which is another way to provide World Class Customer Service. He noted three sources for follow up review – an article in the June 2020 edition of the “*Mass Transit*” magazine called “*Mobility Redefined*” by executive editor Mischa Wanek-Libman; a video dated March 8, 2019, from the American Public Transportation Association (APTA) called “*Transformation of the American Commuter*” (<https://www.youtube.com/watch?v=8jClj1NP5c>); and a video from King County Metro in Washington, dated August 8, 2012, called “*King County Metro – A Mobility Agency*” (<https://www.youtube.com/watch?v=GLtWu3T-5A>).

A discussion ensued about various options to consider further.

Director Busch spoke about the internet, transit, and bridges being the infrastructure that connects people with places. They are essential for the whole community, and safe and reliable. She spoke about the District coming a long way through the mobility integrator process, especially with new agreements the District is working on with the Council of Governments. It will boost the community’s confidence in transit.

Director Nguyen spoke about investing early, with the implementation of a *digital wallet* for a seamless transition and exceptional customer service. It should be done in a competent way and it creates an access to equity. It is an equitable tool.

Director Carney talked about integrating technology as essential infrastructure to connect people with places, and in today’s world being aware of “high touch” areas. For her, the bigger challenge was creating a compelling story with regional sources to help them see the same value and promise. She asked how the District strategically makes that approach and was there anything else going on statewide. She asked about the percentage of fare revenue that is generated in non-Covid times? What is budgeted?

In response to Director Carney’s comments about “high touch” areas, Mr. Dickey spoke about the option of a contact-less fare with the purchase of a disposable card and an optical scanner for a near proximity read and validation. Mr. Pollock spoke about the Oregon Transit Association’s strategy being focused on the Statewide Transportation Improvement Fund and the payroll tax. He indicated that they should look to ODOT.

Director Krebs shared from his travel experiences in Europe purchasing a fare pass to use for the ferry system, rail and transit. There is a lot of psychological pressure for Americans to open their wallet time and again to pay a fare and not know how much it is.

President Davidson recalled when the District opened Saturday service in September 2019, a passenger said to him how glad he was that there was Saturday service because it offered him freedom. He spoke about the CAD/AVL program being a huge undertaking

but will move the District forward. He asked if there was a goal standard of a transit agency that is doing mobility integration. Having grown up in the Seattle area, he used the ORCA card to travel everywhere on the bus, the ferry, and on the train.

Mr. Pollock described Cherriots as the transit backbone of the Salem and Keizer communities. The electronic/digital wallet is in the budget and has been approved so that they can accelerate the fare project.

Follow-up: Mr. McCoy will provide the Board with a report on the fare revenue that was generated and budgeted pre-Covid. Mr. Dickey will schedule a demonstration at a work session on the District's real-time project.

B. Budget Committee Vacancies

Staff report: Pages 11-14 of the agenda

Presenter: Allan Pollock, General Manager

The Board was informed of two citizen member vacancies on the Budget Committee for Subdistricts #6 and #7. The Board member representing the Subdistrict of the vacancy is responsible to finding a candidate willing to serve, and the Board takes action to make the appointment. There was discussion about ways to increase diversity, equity and inclusion on the Board's committees. Directors Richardson and Krebs were also agreeable to asking the current members if they had an interest in another term.

Director Nguyen asked if there was leadership training through the advisory committees. Mr. Pollock said they could be more intentional about recruitment.

Follow-up: Mr. Pollock will follow up.

4. GENERAL MANAGER COMMENTS

Staff report: Pages 15-18 of the agenda

Presenter: Allan Pollock, General Manager

Board members reviewed the upcoming agenda items for the Board's meetings, and the Board's calendar of scheduled meetings and events. On Thursday, August 27, 2020, a *virtual* executive session is scheduled regarding labor negotiations, and a *virtual* work session and Board meeting.

Follow-up:

5. WORK SESSION ADJOURNED

6:24 PM

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