

Salem Area Mass Transit District  
**BOARD OF DIRECTORS MEETING**  
 Thursday, September 28, 2023 at 5:30 PM

*This meeting is open to the public, please see page 2 for available formats.*

**AGENDA**

- I. CALL TO ORDER**
  - A. Note the Attendance for a Quorum
  - B. Safety Moment
  
- II. ANNOUNCEMENTS AND CHANGES TO AGENDA**
  
- III. OATH OF OFFICE**  
 Newly elected officer will take the Oath of Office
  
- IV. PRESENTATION(S)**
  - A. Imperial Sovereign Court of the Willamette Empire
  
- V. PUBLIC COMMENT \***
  
- VI. CONSENT CALENDAR \*\***
  - A. Approval of Minutes**

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- VII. ITEMS DEFERRED FROM THE CONSENT CALENDAR**
  
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**Next Board Work Session Date: Thursday, October 12, 2023**  
**Next Regular Board Meeting Date: Thursday, October 26, 2023**

**Available meeting formats:**

- In Person: Senator Hearing Room at Courthouse Square, 555 Court Street NE, Salem, Oregon 97301
- Zoom Gov.: Meeting ID: 161 201 7035 | Passcode: 512136  
Go to: <https://cherriots-org.zoomgov.com/j/1612017035?pwd=L2g4UDIVMFV0eklVd2hvTFpsRWWhhZz09>
- Comcast Channel 21
- Live Stream: <https://www.capitalcommunitymedia.org/all>
- One Tap Mobile: +16692545252,,1612017035#,,,,\*512136# US
- Landline Phone: +1 669 254 5252 US

**\*Public Comment:** Designated time for community members to testify before the board on any items of Board business, being limited to three minutes. Public Comments are accepted in writing, by email, in person, or by ZoomGov (Written testimony will be submitted and entered in to the record if it is received by 5:00 P.M. on the day of the meeting).

Email: [Board@cherriots.org](mailto:Board@cherriots.org)

Mail: Attn: Cherriots Board, 555 Court St. NE, Suite 5230, Salem, OR 97301

**\*\*Consent Calendar:** Items are considered routine and are adopted as a group by a single motion, unless a Board member requests to withdraw an item. Action on items pulled for discussion will be deferred until after adoption of the Consent Calendar.

**\*\*\* Board of Director Report:** Time for Board members to report on transit-related issues through committee and meeting participation, citizen communications, or special projects they are participating in as representatives of the District.



**Virtual Meetings:** The Board of Directors meeting is a public meeting; in a place that is ADA- accessible. Board meetings will also be available via ZoomGov. The meeting I.D. and passcode are below the agenda.

**Closed Captioning (CC):** ZoomGov's live streaming platform includes Closed Captioning (CC). It is a good tool for aiding viewer participation in the meeting. However, CC does not always translate accurately.

**Alternate Formats:** This is a public meeting in a place that is ADA accessible. With 48 hours of notice, auxiliary hearing aids and services, and alternate formats for individuals with limited English proficiency are available. Requests can be made to the Clerk of the Board by phone at 503-588-2424 or with the assistance of TTY: Oregon Relay Services at 1-800-735-2900 (or 711). Cherriots administration office hours are Monday-Friday from 8:00 AM to 5:00 PM.

**Electronic Copies** of the Board's meeting agenda packet are distributed by email 6-7 days prior to the meeting. The agenda packet is also included on the Cherriots website under Public Meetings and Notices at: <https://www.cherriots.org/meetings/>.

**Email Distribution List:** To add your email address to the Board's meeting distribution list, please send your email address to the Clerk of the Board at [publictestimony@cherriots.org](mailto:publictestimony@cherriots.org).

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**Reuniones Virtuales:** La reunión de la Junta Directiva es una reunión pública; en un lugar accesible según la ADA. Las reuniones de la junta también estarán disponibles a través de ZoomGov. La reunión I.D. y el código de acceso están debajo de la agenda.

**Subtítulos (CC):** la plataforma de transmisión en vivo de ZoomGov incluye subtítulos (CC). Es una buena herramienta para ayudar a los espectadores a participar en la reunión. Sin embargo, CC no siempre traduce con precisión.

**Formatos alternativos:** esta es una reunión pública en un lugar accesible según la ADA. Con 48 horas de anticipación, se encuentran disponibles audífonos y servicios auxiliares, y formatos alternativos para personas con dominio limitado del inglés. Las solicitudes se pueden hacer al Secretario de la Junta por teléfono al 503-588-2424 o con la ayuda de TTY: Oregon Relay Services al 1-800-735-2900 (o 711). El horario de atención de la administración de Cherriots es de lunes a viernes de 8:00 a. m. a 5:00 p. m.

**Las copias electrónicas** del paquete de la agenda de la reunión de la Junta se distribuyen por correo electrónico 6-7 días antes de la reunión. El paquete de agenda también se incluye en el sitio web de Cherriots en Reuniones públicas y avisos en: <https://www.cherriots.org/meetings/>.

**Lista de distribución de correo electrónico:** Para agregar su dirección de correo electrónico a la lista de distribución de reuniones de la Junta, envíe su dirección de correo electrónico al Secretario de la Junta a [publictestimony@cherriots.org](mailto:publictestimony@cherriots.org).



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 evenings 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 Cherrlots 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**

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



Salem Area Mass Transit District  
**Board of Directors Work Session Minutes**

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

**September 14, 2023**

**Attendees:**

Board: President Maria Hinojos Pressey, Directors Sadie Carney (Virtual), Ian Davidson, Sara Duncan and Bill Holmstrom Absent: Ramiro Navarro Jr.

Staff: General Manager Allan Pollock, Deputy General Manager David Trimble, CFO Denise LaRue, CCO Patricia Feeny, CPDO Shofi Azum, COO Tom Dietz, Capital and Project Control Manager Melissa Kidd, and Executive Assistant Kirra Pressey.

Guest: Pivot Principal Architect Kari Turner, Pivot Associate Architect Scott Clarke

**I. CALL TO ORDER**

President Maria Hinojos Pressey called the work session to order at 5:30 p.m.  
Attendance was noted.

**A. Safety Moment**

GM Pollock provided the Safety Moment, reminding individuals to be vigilant in intersections as both a pedestrian and a driver.

**B. Announcements**

None

**II. PRESENTATION(S) | DISCUSSION(S)**

**A. SSTC Update**

Presenter: Pivot Principal Architect Kari Turner, Pivot Associate Architect Scott Clarke

Staff Report: Pg. 3-13

Pivot Associate Architect Scott Clarke discussed the progress made with the South Salem Transit Center (SSTC) since the last provided update. He provided a comparison between the initial and current site design. In addition, he also discussed the internal building schematics. Architect Clarke, Principal Architect Kari Turner and Salem Area Mass Transit District (SAMTD) staff addressed all questions and concerns extended by the Board.

### **III. GENERAL MANAGER COMMENTS**

**A.** Upcoming Board Agenda Items

**B.** Board Calendar Review

Presenter: GM Pollock

Staff Report: Pg. 14-15

GM Pollock discussed upcoming Board agenda items, indicating at the October 12<sup>th</sup> work session there will be a Special Districts Board training.

### **IV. WORK SESSION ADJOURNED**

President Maria Hinojos Pressey Adjourned the work session at 6:42 p.m.





Salem Area Mass Transit District  
**Board of Directors Meeting**  
September 14, 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  
**September 14, 2023**

**Attendees:**

Board: President Maria Hinojos Pressey, Directors Sadie Carney (Virtual), Ian Davidson, Sara Duncan and Bill Holmstrom Absent: Ramiro Navarro Jr.

Staff: General Manager Allan Pollock, Deputy General Manager David Trimble, Executive Assistant Kirra Pressey.

**I. CALL TO ORDER**

President Maria Hinojos Pressey called the meeting to order at 6:45 p.m.  
Attendance was noted and a quorum was present.

**II. ANNOUNCEMENTS - None**

**III. PUBLIC COMMENT**

The Board received verbal public comments from Donald Davis for their review and consideration.

**IV. EXECUTIVE SESSION**

Board President Hinojos Pressey directed the Clerk of the Board to read aloud the statement provided on the agenda; immediately following, the Board adjourned into an executive session at 6:49 p.m. to review and evaluate the employment-related performance of the chief executive officer who does not request an open hearing pursuant to ORS 192.660(2)(i).

**V. POTENTIAL ACTION ITEMS - None**

The Board resumed the Special Meeting at 7:45 p.m. to announce the Board would not be taking any action at this time.

**VI. ADJOURN**

President Hinojos Pressey adjourned the meeting at 7:46 p.m.

**Respectfully Submitted**

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



Salem Area Mass Transit District  
**Board of Directors Executive Session Minutes**

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

**September 14, 2023**

**Attendees:**

Board: President Maria Hinojos Pressey, Directors Sadie Carney (Virtual), Ian Davidson, Sara Duncan and Bill Holmstrom Absent: Ramiro Navarro Jr.

Staff: General Manager Allan Pollock (**ONLY at the beginning and end of the meeting**)

Guest: Legal Counsel Dave Anderson (Virtual)

**I. CALL TO ORDER**

President Maria Hinojos Pressey called the Executive session to order at 6:50 p.m. Attendance was noted and a quorum was present.

**II. UNDER THE AUTHORITY OF: ORS192.660(2)(i)**

*To review and evaluate the employment-related performance of the chief executive officer who does not request an open hearing.*

**DISCUSSION:**

The Board reviewed and evaluated the results of the General Manager's Performance Evaluation.

**III. ADJOURN**

President Hinojos Pressey adjourned the meeting at 7:43 p.m.



## BOARD MEETING MEMO

Agenda Item VIII.A

**To:** Board of Directors  
**From:** Ted Stonecliffe, Transit Planner II, Programs  
Shofi Ull Azum, Chief Planning and Development Officer  
**Thru:** Allan Pollock, General Manager  
**Date:** September 28, 2023  
**Subject:** Adoption of Resolution No. 2023-09 to approve the 2023 Title VI Program

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### ISSUE

Shall the Board adopt Resolution No. 2023-09 (**Attachment A**) to approve the 2023 Title VI Program and direct the General Manager to submit the plan document to the Federal Transit Administration (FTA) by October 1, 2023 as required by federal rules and regulations?

### BACKGROUND AND FINDINGS

Title VI of the Civil Rights Act protects people from discrimination based on race, color, and national origin. The FTA requires transit agencies receiving federal funds to maintain a Title VI Program that follows the statutes, laws, regulations, and administrative rules established in 49 U.S.C. Chapter 53. FTA requires the Title VI Program to be updated every three years and submitted for review. The Salem Area Mass Transit District (SAMTD) Title VI Program was last submitted to FTA on June 6, 2020. Thus, staff has compiled a new document (**Attachment B**) that updates the following:

- Demographic data from the 2010 decennial Census and the 2014-18 American Community Survey (ACS) 5-year average to the 2020 decennial Census and the 2017-21 ACS 5-year average.
- Sent copies of major service change equity analyses and fare equity analyses that occurred since the last submission in June 2020.
- Report on service monitoring and how the District's bus service is performing in relation to minority routes versus non-minority routes.

### FINANCIAL IMPACT

There is no financial impact to adopting the Title VI Program update.

## **RECOMMENDATION**

Staff recommends that the Board adopt Resolution No. 2023-09 to approve the 2023 Title VI Program and direct the General Manager to submit the plan document to the Federal Transit Administration by October 1, 2023 as required by federal rules and regulations.

## **PROPOSED MOTION**

**I move that the Board adopt Resolution No. 2023-09 to approve the 2023 Title VI Program and direct the General Manager to submit the plan document to the Federal Transit Administration by October 1, 2023.**



## **RESOLUTION NO. 2023-09**

### **2023 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 Federal Transit Administration (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 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 bear 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 adopts Resolution #2023-09 to approve the 2023 Title VI Program as written; and direct the General Manager to submit the document to the Federal Transit Administration by October 1, 2023, as is required by federal rules and regulations.

**ADOPTED** by the Board of Directors on the 28<sup>th</sup> day of September 2023, and effective thereupon.

**ATTEST:**

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

\_\_\_\_\_  
Recording Secretary



# 2023 TITLE VI PROGRAM

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





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# 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, that provides bus and ADA paratransit public transportation service in the Salem-Keizer metro area, averaging about 2.9 million rides each year (Fiscal Year 2023). 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 Chief Planning and Development Officer is primarily 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 that distributes 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 that 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% 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 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) that is exempt from taxation under 26 U.S.C. 501(a) or one that 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 a 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 #2023-09, which adopted the 2023 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 2023 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, and in the lobby of the Keizer Transit Center.

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

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

## **Civil Rights complaint procedures**

Any person who believes that they, individually or as a member of any specific class of persons, has been subjected to discrimination on the basis of race, color, national origin, or any number of the protected classes listed on the Cherriots Civil Rights complaint form may file a written complaint with SAMTD 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 Civil Rights discrimination complaint are posted on the Cherriots website<sup>2</sup> and can be found in Attachment C.

## **Civil Rights complaint form**

The Civil Rights 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 formal complaint.

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

There have been no Title VI investigations, complaints, or lawsuits filed with SAMTD since May 28, 2020, which is the date of approval of the 2020 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. This public engagement process 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

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<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)

Transportation Study (SKATS) Policy Committee on Nov. 23, 2021, and is administered by the Mid-Willamette Valley Council of Governments (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% 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 June 2020 when SAMTD last submitted a Title VI program to FTA. The summary below includes all planning-related outreach events held from June 2020 to July 2023. 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 2020 Title VI Program submission. The summary spans from June 2020 to July 2023. During this period SAMTD conducted outreach for:

## **2021 Salem-Albany Corridor Feasibility Study**

In October 2020 and March 2021, SAMTD, the City of Albany, the Albany Area MPO, and consultant staff hosted two online community meetings. The March meeting was paired with an online open house, which was open for one month. The first community meeting included a survey that asked for input on high-level transit trade-offs that must be considered when a new route is designed. The second community meeting and subsequent online open house presented riders and non-riders with two alternatives for a new transit service that would run from Salem to Albany, Oregon via Jefferson and Millersburg. Consultant staff created web and print versions of a survey both in English and Spanish. The survey asked riders if they preferred commuter-style express service running only during peak periods between the two end points on Interstate 5, or if all-day, less frequent intercity service that served the intermediate communities was preferred. The second option was chosen by the community and that became the consultant's recommendation documented in the final report. The strategies staff employed to reach out to riders and the greater community included: email invitations sent to Cherriots entire distribution list of 4,000 plus people and 150 key stakeholders,

Facebook posts, Twitter posts, a project webpage and online open-house, and a feature story on the Cherriots homepage. A total of 45 people attended the October 2020 community meeting and 78 people participated in the survey. At the March 2021 meeting, 45 people were in attendance with a different mixture of participants than in October. During the online open house 45 people participated in the online survey. More details about the public outreach can be found in the Salem-Albany Corridor Feasibility Study and Public Involvement Summary provided as Attachment F.

## **2022 Long Range Transit Plan**

In December 2021 and January 2022, SAMTD staff conducted public outreach for the Long Range Transit Plan project. Staff and a consultant team developed this plan with a high degree of involvement from the public, internal staff, and external stakeholders. Transparency of the planning process is key for public engagement so that our key stakeholders, including historically marginalized and disadvantaged communities, were consulted in the process of developing the document and, in turn, Cherriots service. We are happy to say that the outreach performed was highly successful in engaging these communities, despite the challenges of a pandemic and low ridership numbers. More details can be found in the Public Outreach Report provided in Attachment G.

## **Fares Analysis for March 2023 Fare Change**

The fare equity analysis for the March 2023 fare change was presented to the Cherriots Board of Directors at their December 15, 2022 monthly meeting where the first reading of the proposed fares ordinance No. 2023-01 was conducted. A copy can be found in Attachment K. Since the proposed changes included fare decreases and implementation of a new electronic fare system, outreach events were not held. Public notice was given about the ordinance on Thursday, December 8, 2022 in the Statesman Journal's public notice section of the newspaper and on their website; and on the agenda for the December 15, 2022 regular meeting of the Salem Area Mass Transit District Board of Directors. Written notice was also forwarded to all members of the public and the news media that requested.

A second reading of the fares ordinance occurred on January 26, 2023, and the

approved changes went into effect on March 1, 2023. Certain elements of the new fare structure such as “fare capping” were not implemented until August 1, 2023, due to the application of those fare types to the new electronic fare payment system, called “Umo,” which was implemented on August 1, 2023.

The board considered citizen testimony during the public hearing and in writing before adopting the new fares ordinance.

## Ongoing service changes

Service changes occurring every four months require notifying riders via the Cherriots website, signage at transit centers, audible announcements and signage on the buses, social media posts, and subscriber emails.

## Language Assistance Plan

For SAMTD’s Language Assistance Plan, see Attachment H. The plan describes the process used by SAMTD for conducting a 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

### *2017-2021 American Community Survey*

Data was gathered from the U.S. Census American Community Survey (ACS) 5-Year Estimate (2017-21) 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 %</b>
Speaks English “very well”	367,165	91.5%
Speaks English less than “very well”	33,980	8.5%
Spanish speakers	29,145	7.3%
Russian speakers	1,415	0.4%
Other language speakers	3,420	0.9%
Total for Marion and Polk counties	401,145	100%

*Source:* ACS 2017-21, Table B16001.

Data provided by the 2017-21 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, 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 7.8% for Marion and Polk counties, combined.

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

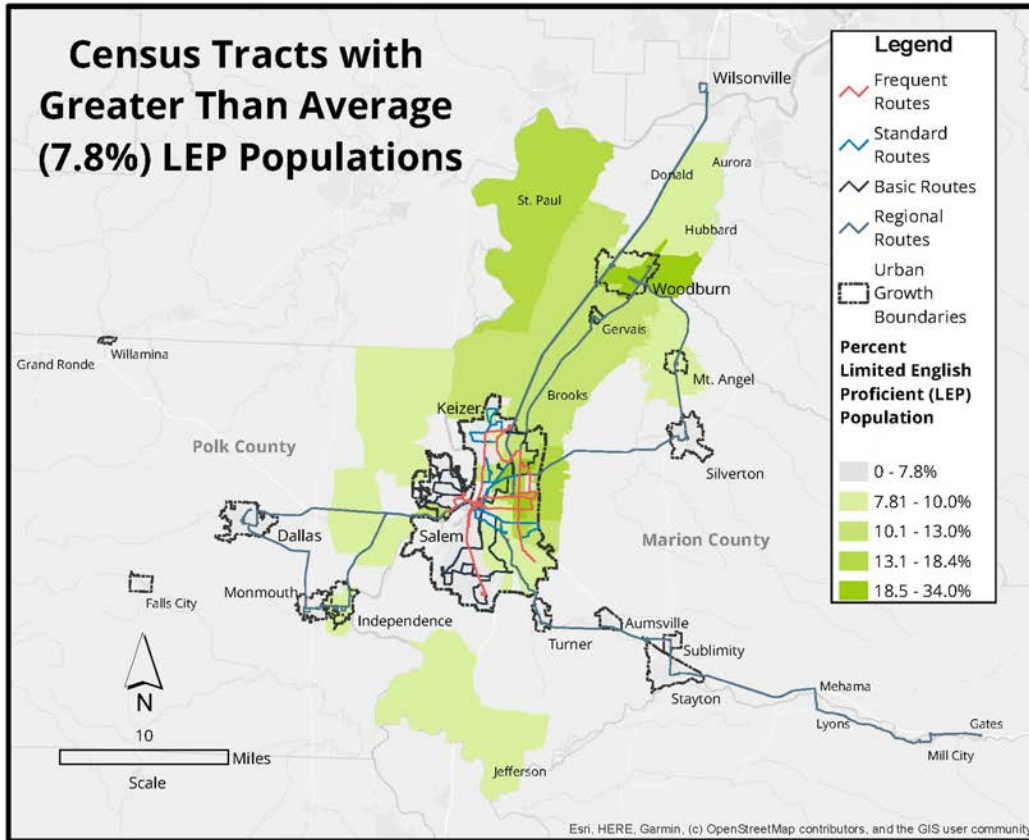
since June 2014 due to a large population of LEP Russian speakers in east Salem and in rural areas near the city of Woodburn who speak English less than “very well,” and could potentially use Cherriots Local and Regional buses. The Title VI Notice to the Public is posted in all three languages in all 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 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 29,000 people, and the Russian-speaking LEP group is the second largest at around 1,400 people. Other languages make up about 3,400 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.

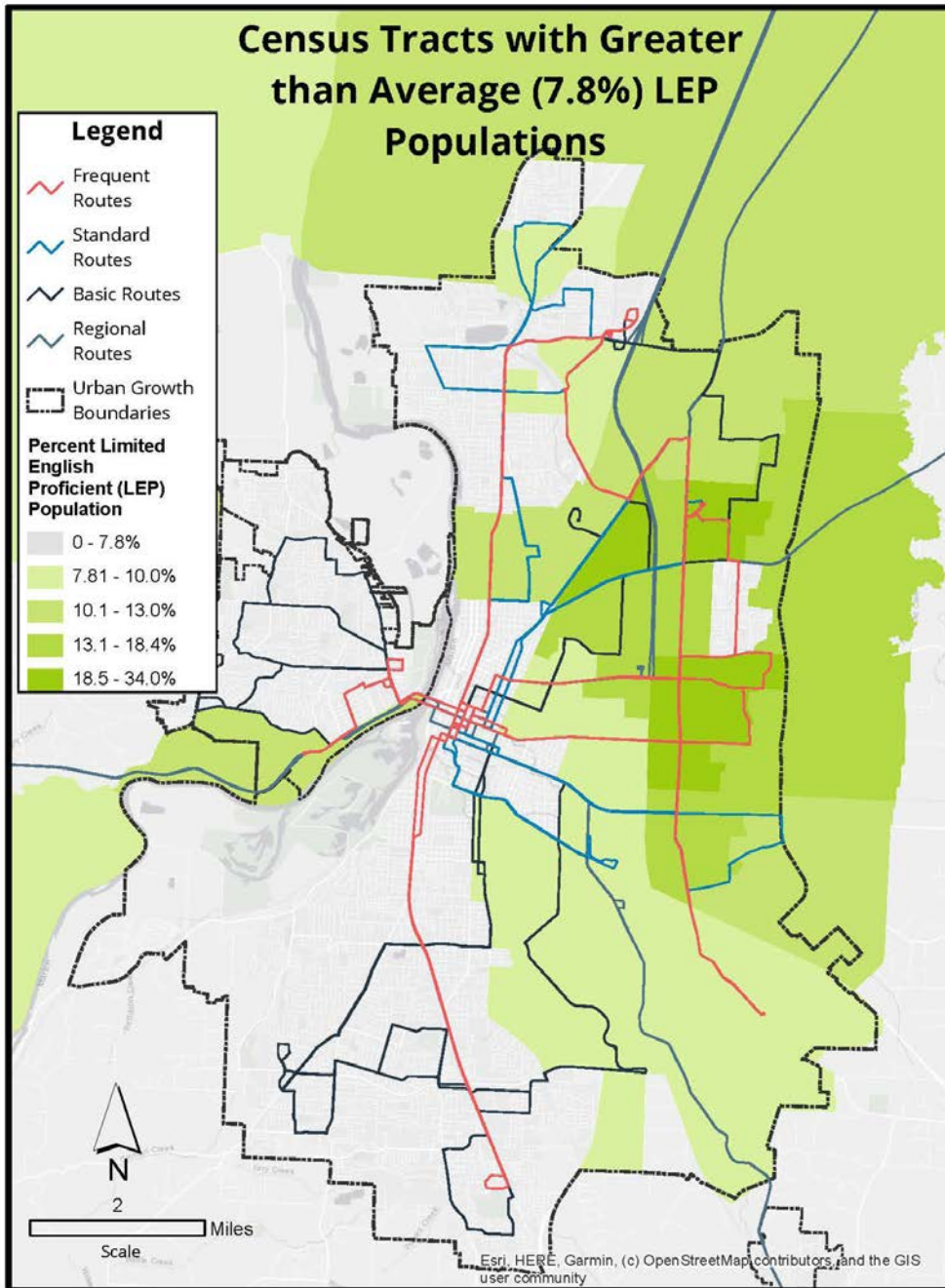


**Figure I- 1.** Census tracts in Marion and Polk counties with greater than average LEP populations.



**Source:** ACS 2017-21, Table C16001.

**Figure I- 2.** Census tracts near the Salem-Keizer Urban Growth Boundary (UGB) with greater than average LEP.



Source: ACS 2017-21, Table C16001

## Committee membership and recruitment

The board approved a formal policy to encourage minority participation on its non-elected committees at its monthly meeting on May 22, 2014. Table I-2 below details the existing racial breakdown of the members of these three committees as of July 2023:

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

Race and Ethnicity	Marion and Polk Counties Population		Budget Committee		Statewide Transportation Improvement Fund Advisory Committee		Community Advisory Committee	
	Count	Share	Count	Share	Count	Share	Count	Share
White*	279,773	64.1%	8	61.5%	7	77.8%	6	60.0%
Hispanic	111,530	25.6%	2	15.4%	0	0%	1	10.0%
Asian*	9,399	2.15%	0	0%	0	0%	0	0%
Black*	4,989	1.14%	0	0%	1	11.1%	0	0%
Native Hawaiian and Pacific Islander*	3,773	0.87%	0	0%	0	0%	0	0%
American Indian and Alaskan Native*	3,433	0.79%	0	0%	0	0%	0	0%
Other*	23,386	5.36%	0	0%	1	11.1%	0	0%
Undisclosed			3	23.1%			3	30.0%
<b>All</b>	<b>436,283</b>	<b>100%</b>	<b>8</b>	<b>100%</b>	<b>8</b>	<b>100%</b>	<b>11</b>	<b>100%</b>

*Source:* ACS 2017-21\_1-Year Estimate, Table C03002. \*Excludes Hispanic Population

The population of the SAMTD service area averages 30.2% minority according to the U.S. Census American Community Survey 5-year estimate (2017-2021). 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 Qualified Entity (QE) for the Statewide Transportation Improvement Fund (STIF) for Marion and Polk counties. The STIF program includes the former Special Transportation Fund (STF) allocation from the state, which is a funding source for public transportation programs serving seniors and people with disabilities. Currently, SAMTD has entered into agreements with two non-profit organizations to award them STF and 5310 grant dollars for transportation projects. SAMTD also has agreements with two cities in Marion County to provide public transportation services. The STIF 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 I, 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 Woodburn and 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 (June 2020). 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 that accept federal funds for their daily operations, they must be able to serve anyone and 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 J.

## Facilities siting and construction

No new major facilities were constructed since June 2020 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 South Salem. At this time, SAMTD is working with a consulting firm to develop new alternatives, conduct the National Environmental Policy Act (NEPA) process, and ultimately attempt to purchase property for the facility. The NEPA document that results from this work 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 two changes to fares. The reports noted below cover the equity analyses of all major service changes and fare changes implemented since June 2020, and are provided in Attachment K, along with corresponding documentation of the board's consideration, awareness, and approval of each.

- **Addition of Sunday service (began on September 1, 2021) major service change as part of the "A Better Cherrriots" Title VI equity analysis**
  - Board approval at the May 24, 2018 board meeting
- **Fare free operation during the COVID-19 pandemic fare equity analysis**
  - Board approval at the April 22, 2021 board meeting

- **Route 22 removal Title VI equity analysis**
  - Board approval at the April 22, 2021 board meeting
- **2023 fare change public engagement and equity analysis**
  - Board approval at the January 26, 2023 board meeting

## **Board approval of the 2023 Title VI Program update**

The board approved the 2023 Title VI Program at the September 28, 2023 board meeting by adoption of Board Resolution #2023-09. 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 that 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. Fifteen percent or more of the number of transit route miles based on the miles of an average roundtrip of the route (this includes routing changes where route miles are neither increased nor reduced (i.e., re-routes), or;



- b. Fifteen 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. Fifteen 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 is 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 12 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 12 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 five percentage points (e.g., 35.2% compared to 30.2%).
  - 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% greater than the percentage of the non-minority population impacted (e.g., 12% compared to 10%), 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 five percentage points (e.g., 25.2% compared to 30.2%).
- 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% less than the percentage of the non-minority population impacted (e.g., 8% compared to 10%), 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 five percentage points (e.g., 36% compared to 31%).
  - 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% greater than the percentage of the non-low-income population impacted (e.g., 12% compared to 10%), 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% compared to 31%).
  
- 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% less than the percentage of the non-low-income population impacted (e.g., 8% compared to 10%), 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 rider fares. A fare increase is defined as any increase in 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% 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% 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**

In preparation for the 2017 Title VI Program update, 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. No changes to these policies were proposed since 2017; therefore, no further public involvement has

been necessary to make changes to these policies.

### ***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 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 April 4, 2017.

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

Both groups believed the disparate impact analysis and the disproportionate burden analysis thresholds of seven or eight percentage points should be lowered as much as possible. Staff determined that a level of five 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-

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

income population” from those earning 100% of the Federal Poverty Level (FPL) or less to those earning 150% of FPL or less may not be going far enough. Some suggested the threshold should be 185% 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% of FPL. However, staff analyzed which block groups would be considered “low income” versus “higher income” given the three possible thresholds. As a result, staff at that time decided to maintain our proposed threshold of 150% FPL as the definition for low-income status.

In preparation of the 2019-2021 SAMTD Statewide Transportation Improvement Fund (STIF) Plan, the STIF Advisory Committee (STIFAC) recommended that SAMTD use 200% FPL to define low-income status when developing the service plans for any service enhancements that result from the state’s new STIF funding, which altered service beginning in September 2019. The STIF program defined low-income status at 200% for the entire state. In response, Policy #709 “Disproportionate Burden for Service Changes,” was revised to define low-income populations as those households making 200% or less of FPL each year.

## Part III: Systemwide service standards and policies

In Fiscal Year 2023, Cherrlots updated its strategic plan with the following values:

- Communication
- Humility
- Excellence
- Respect
- Resourceful
- Inclusive
- Ownership
- Transparency
- Safety

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 of creating community connections. 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% 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 that are expected to provide overall high ridership. The remaining 25% of urban revenue hours will be allocated to service that 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.

Of the residents within the Salem-Keizer UGB, 90% 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

At least 85% of buses should depart at time points no more than five minutes late (75% in p.m. peak). No more than 10% of buses should depart their time points between five and 10 minutes late (15% in p.m. peak). No more than 5% of buses should depart their time points more than 10 minutes late (10% in p.m. peak). No buses should depart their time points before their scheduled departure times.

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.

## 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 Cherrlots Local routes and 1.0 times the seated capacity for Cherrlots 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	32	16	48	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 Cherriot's Local routes, and 1.0 for Cherriot's 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 or other specific criteria, 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 Route 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 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 populations. For Cherriot's Regional and local commuter express routes, SAMTD defines minority routes as those providing bus stops in block groups that are above-average minority populations. "Non-minority" routes are all others.

Currently SAMTD operates a total of 27 fixed routes. Of these, 13 routes are considered minority routes. The remaining 14 routes are considered non-minority routes. As of July 2023, minority routes accounted for 68.5% of SAMTD system service on weekdays (measured by revenue hours), and slightly less, at 66.0%, of the SAMTD system on Saturdays, and 85.7% on Sundays. 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. Only two non-minority routes run on Sundays, therefore the percentage minority routes is much higher on Sundays.

## 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-quarter Mile Walk of Bus Stops (Half-Mile for Regional Stops)	
<i>Minorities</i>	127,953	63,272	49.4%
<i>Non-Minorities</i>	295,397	122,618	41.5%
<i>All</i>	423,350	185,890	43.9%

*Source:* ACS 2017-21\_1-Year Estimate, Table C03002.

## Findings

The percentage of minority populations with service available exceeds that of the non-minority population, 49.4% compared to 41.5%. 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-7 present the frequency and span for each route on weekdays, Saturdays, and Sundays, comparing each type of service (Cherriots Local, Cherriots Local commuter express, and Cherriots Regional express) individually. Tables IV-8 through IV-13 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 a.m. until 1:59 p.m.)
3. PM (2 p.m. until 6:59 p.m.)
4. Evening (7 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	17	15	15	29	5:55 AM	11:22 PM	17.5
<b>3</b>	Portland Road	30	30	30	38	5:57 AM	11:27 PM	17.5
<b>4</b>	State Street	29	30	30	37	5:36 AM	11:27 PM	17.9
<b>5</b>	Center Street	15	15	15	27	5:52 AM	11:21 PM	17.5
<b>6</b>	Fairview Industrial	62	59	60	59	5:30 AM	9:39 PM	16.2
<b>7</b>	Mission Street	30	29	27	30	5:43 AM	11:13 PM	17.5
8	12th / Liberty via Red Leaf	58	60	60	60	5:45 AM	11:35 PM	17.8
<b>9</b>	Cherry / River Road	28	30	30	30	5:40 AM	9:34 PM	15.9
<b>11</b>	Lancaster / Verda	14	15	15	25	5:46 AM	11:51 PM	18.1
<b>12</b>	Hayesville Drive	60	60	60	59	6:30 AM	9:17 PM	14.8
<b>13</b>	Silverton Road	30	30	30	36	5:42 AM	11:17 PM	17.6
14	Windsor Island Road	30	30	30	30	6:00 AM	9:22 PM	15.4
16	Wallace Road	60	60	60	60	5:30 AM	9:53 PM	16.4
<b>17</b>	Edgewater Street	15	15	15	27	5:33 AM	11:19 PM	17.8
18	12th / Liberty via Lone Oak	60	60	60	60	6:10 AM	11:06 PM	16.9
<b>19</b>	Broadway / River Road	16.7	15	15	27	5:54 AM	11:18 PM	17.4
21	South Commercial	16.7	15	15	29	5:57 AM	11:22 PM	17.4
<b>23</b>	Lansing / Hawthorne	60	60	60	60	6:25 AM	9:21 PM	14.9
26	Glen Creek / Orchard Hts.	60	60	60	60	6:00 AM	9:02 PM	15.0
27	Glen Creek / Eola	60	60	60	60	5:30 AM	9:37 PM	16.1

**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	7:21 PM	9.2

\* Includes six round trips operated by Cherriots and 10 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	14.3
<b>20X</b>	N. Marion Co. / Salem Exp.	5 daily round trips	6:13 AM	8:20 PM	14.1
30X	Santiam / Salem Express	4 daily round trips	5:41 AM	7:11 PM	13.4
40X	Polk County / Salem Express	10 daily round trips	5:58 AM	9:23 PM	15.4
50X	Dallas / Salem Express	4 daily round trips	6:17 AM	5:37 PM	6.0
<b>80X</b>	Wilsonville / Keizer Express	4 daily round trips	6:30 AM	7:47 PM	7.2

**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	9:24 PM	15.0
<b>3</b>	Portland Road	60	60	60	60	6:27 AM	9:27 PM	15.0
<b>4</b>	State Street	60	60	60	60	6:06 AM	9:27 PM	15.4
<b>5</b>	Center Street	30	30	30	60	6:22 AM	9:21 PM	15.0
<b>6</b>	Fairview Industrial	60	60	60	60	6:24 AM	9:42 PM	15.3
<b>7</b>	Mission Street	30	30	30	30	6:43 AM	9:13 PM	14.5
8	12th / Liberty via Red Leaf	60	60	60	60	6:41 AM	9:34 PM	15.0
<b>9</b>	Cherry / River Road	60	60	60	60	6:10 AM	9:34 PM	15.4
<b>11</b>	Lancaster / Verda	30	30	30	30	6:17 AM	9:50 PM	15.5
<b>13</b>	Silverton Road	60	60	60	60	6:57 AM	8:47 PM	13.8
16	Wallace Road	60	60	60	60	6:31 AM	8:54 PM	14.4
<b>17</b>	Edgewater Street	30	30	30	30	6:26 AM	9:24 PM	15.0
18	12th / Liberty via Lone Oak	60	60	60	60	6:10 AM	9:08 PM	15.0
<b>19</b>	Broadway / River Road	30	30	30	60	6:24 AM	9:21 PM	15.0
21	South Commercial	30	30	30	60	6:27 AM	9:23 PM	14.9

**Table IV- 6.** Sunday 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	60	60	60	60	7:25 AM	8:23 PM	13.0
<b>3</b>	Portland Road	60	60	60	60	7:27 AM	8:27 PM	13.0
<b>4</b>	State Street	60	60	60	60	7:05 AM	8:27 PM	13.4
<b>5</b>	Center Street	60	60	60	60	7:22 AM	8:21 PM	13.0
<b>7</b>	Mission Street	30	30	30	30	7:43 AM	8:13 PM	12.5
8	12th / Liberty via Red Leaf	60	60	60	60	7:24 AM	8:24 PM	13.0
<b>9</b>	Cherry / River Road	60	60	60	60	7:09 AM	8:34 PM	13.4
<b>11</b>	Lancaster / Verda	30	30	30	30	7:15 AM	8:50 PM	13.6
<b>13</b>	Silverton Road	60	60	60	60	7:27 AM	8:17 PM	12.8
<b>17</b>	Edgewater Street	60	60	60	60	7:26 AM	8:24PM	13.0
<b>19</b>	Broadway / River Road	60	60	60	60	7:24 AM	8:21 PM	13.0
21	South Commercial	60	60	60	60	7:27 AM	8:24 PM	13.0

**Table IV- 7.** 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	6:27 PM	11.0
<b>20X</b>	N. Marion Co. / Salem Exp.	3.5 daily round trips	8:11 AM	6:07 PM	9.9
30X	Santiam / Salem Express	2 daily round trips	8:00 AM	7:35 PM	7.0
40X	Polk County / Salem Express	6 daily round trips	7:25 AM	8:57 PM	13.5

Tables IV-8 through IV-10 compare the frequency and span of service of Cherriots Local minority and non-minority routes.

**Table IV- 8.** 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>Cherriots Local Routes</b>	<i>Minority Routes</i>	24	23	23	33	5:51 AM	10:48 PM	17.3
	<i>Non-Minority Routes</i>	29	30	29	37	5:50 AM	10:16 PM	16.6
	<i>All Routes</i>	25	25	25	34	5:50 AM	10:37 PM	17.1

**Table IV- 9.** 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>Cherriots Local Routes</b>	<i>Minority Routes</i>	40	40	40	40	6:25 AM	9:24 PM	15.0
	<i>Non-Minority Routes</i>	49	49	49	49	6:27 AM	9:15 PM	14.8
	<i>All Routes</i>	42	42	42	42	6:26 AM	9:22 PM	15.0

**Table IV- 10.** Comparison of Sunday 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>Cherriots Local Routes</b>	<i>Minority Routes</i>	50	50	50	50	7:22 AM	8:25 PM	13.1
	<i>Non-Minority Routes</i>	60	60	60	60	7:25 AM	8:24 PM	13.0
	<i>All Routes</i>	52	52	52	52	7:22 AM	8:25 PM	13.1

Table IV-11 shows the daily round trips and span of service of the Cherriots Local commuter express service, Route 1X. Because there is only one route in this category, there is no comparison between minority or non-minority routes necessary.

**Table IV- 11.** 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>Cherriots Local Commuter Express Route</b>	<i>Minority Routes</i>	-	-	-	-
	<i>Non-Minority Routes*</i>	16 daily round trips	5:00 AM	7:22 PM	14.4
	<i>All Routes</i>	16 daily round trips	5:00 AM	7:22 PM	14.4

\*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-12 and IV-13 compare the daily round trips and span of service for Cherriots Regional express routes designated as minority or non-minority routes.

**Table IV-12.** 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>Cherriots Regional Express Routes</b>	<i>Minority Routes</i>	5.7	6:14 AM	8:08 PM	12.5
	<i>Non-Minority Routes</i>	6.0	6:00 AM	7:23 PM	12.8
	<i>All Routes</i>	5.8	6:07 AM	7:45 PM	12.6

**Table IV- 13.** 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>Cherriots Regional Express Routes</b>	<i>Minority Routes</i>	3.5	7:48 AM	6:17 PM	10.5
	<i>Non-Minority Routes</i>	4.0	7:42 AM	8:16 PM	11.9
	<i>All Routes</i>	3.8	7:45 AM	7:16 PM	11.2

## ***Findings***

- For all seven days per week, Cherriots Local 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 on all seven days (17.3 hours and 16.6 hours, respectively for weekdays, 15.0 hours and 14.8 hours, respectively for Saturdays, and 13.1 hours and 13.0 hours, respectively for Sundays). Therefore, there is no disparate impact to minority populations due to differences in frequency or span of service on weekdays, Saturdays, or Sundays 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, non-minority routes have a slightly greater number of average daily round trips than the minority routes (6.0 versus 5.7 average round trips per day). This presents a potential disparate impact of service to minorities compared to non-minorities, which will be considered in the next round of funding for the service.
- The span of service is also greater for the Cherriots Regional express routes defined as non-minority routes than the minority routes on weekdays (12.8 hours versus 12.5 hours, respectively).
- On Saturdays, the span of service is greater for the non-minority Cherriots Regional express routes than that of the minority route (11.9 hours versus 10.5 hours, respectively). This presents a potential disparate impact of service to minorities compared to non-minorities, which will be considered in the next round of funding for the service.

Thus, there are no disparate impacts to minority populations riding the Cherriots Local buses in regard to frequency or span, but the potential disparate impacts to

minorities for the Cherrits Regional express buses will be re-examined with the next funding cycle.

## **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 until a reliable CAD-AVL system can be acquired and installed, the old data will be referenced as a placeholder. This section will be updated after CAD-AVL is operational for at least 12 months on all of the buses. For the 2023 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- 14.** 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%
<b>8</b>	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%
<b>16</b>	Wallace Road	100%	100%	80%	100%	94%
<b>17</b>	Edgewater Street	98%	100%	100%	100%	99%
<b>18</b>	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%
<b>21</b>	South Commercial	100%	100%	96%	100%	99%
<b>23</b>	Lansing / Hawthorne	100%	93%	100%	100%	98%
<b>30X</b>	Santiam / Salem Express	100%	100%	100%	---	100%
<b>40X</b>	Polk County / Salem Express	67%	100%	78%	100%	79%
<b>50X</b>	Dallas / Salem Express	100%	---	100%	---	100%
<b>80X</b>	Wilsonville / Keizer Express	N/A	N/A	N/A	N/A	N/A

\*\*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- 15.** 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- 16.** 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%
40X	Polk County / Salem Express	100%	100%	67%	100%	67%



**Table IV- 17.** Comparison of on-time performance for weekday Cherrits 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- 18.** Comparison of on-time performance for Saturday Cherrits 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- 19.** Comparison of on-time performance for weekday Cherrits 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- 20.** Comparison of on-time performance for Saturday Cherrits 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 Cherrits Local minority routes is 93% on average, slightly lower than the OTP rate for non-minority routes, which is 95%.
- Saturday OTP for Cherrits Local minority routes is 92% on average, slightly lower than the OTP rate for non-minority routes, 98%.
- Weekday OTP for Cherrits Regional minority routes is 89% on average, 11% lower than the OTP rate for non-minority routes, which was 100%.
- Saturday OTP for Cherrits Regional minority routes is 94% on average, 6% lower than the OTP rate for non-minority routes, which was also 100%

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

## Vehicle Loads

Vehicle loads are examined to determine whether buses are overcrowded. Table IV-21 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- 21.** 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	33	0	33	1.0
35-ft. low floor	32	16	48	1.5
40-ft. low floor	38	19	57	1.5
40-ft. commuter	33	0	33	1.0

Tables IV-22 through IV-24 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 mid-to-late 2024 when it is expected that the new CAD/AVL system will be fully operational on Cherriots Local and 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- 22.** Average maximum vehicle loads and load factors by route, weekdays only (minority routes shown in bold with shaded backgrounds; data is old (2019) since APCs are not certified on the buses at this time).

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
14	Windsor Island Road	35' low floor	4	0.08
16	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
<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- 23.** 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- 24.** Comparison of average vehicle loads for minority and non-minority routes of Cherriots Local service and Cherriots Regional express services (Note: data is old (2019) since APCs are not certified on the buses at this time.

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, 20X, 30X, 40X, 45, 50X, or 80X because there are no 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-25 shows the share of each amenity in block groups with higher-than-regional-average rates of minority populations.

**Table IV- 25.** 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.
- Forty-nine percent of signs, maps, and schedules are located in minority block groups.

Although only 49% of signs, maps, and schedules are located in minority block groups, this is simply a function of the placement of stops, of which every one 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. This data is unavailable in June 2023 due to the fact that the current CAD-AVL system is unreliable. Once the new system is installed in 2024, 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:

- 2017-2021 American Community Survey (ACS) 5-year estimate
- 2021 Cherrits 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. LEP population
6. Facilities
7. Amenities – signs, maps, and schedules
8. Amenities – shelters
9. Amenities – seating
10. Amenities – waste receptacles

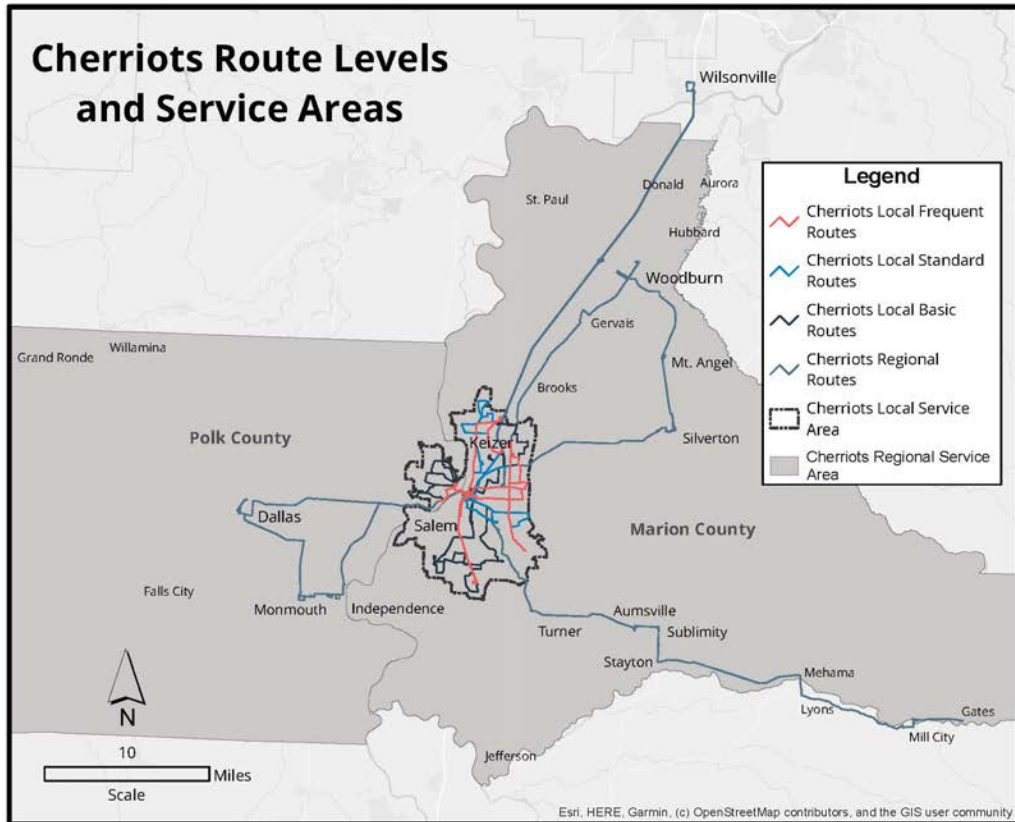


## Service and service area

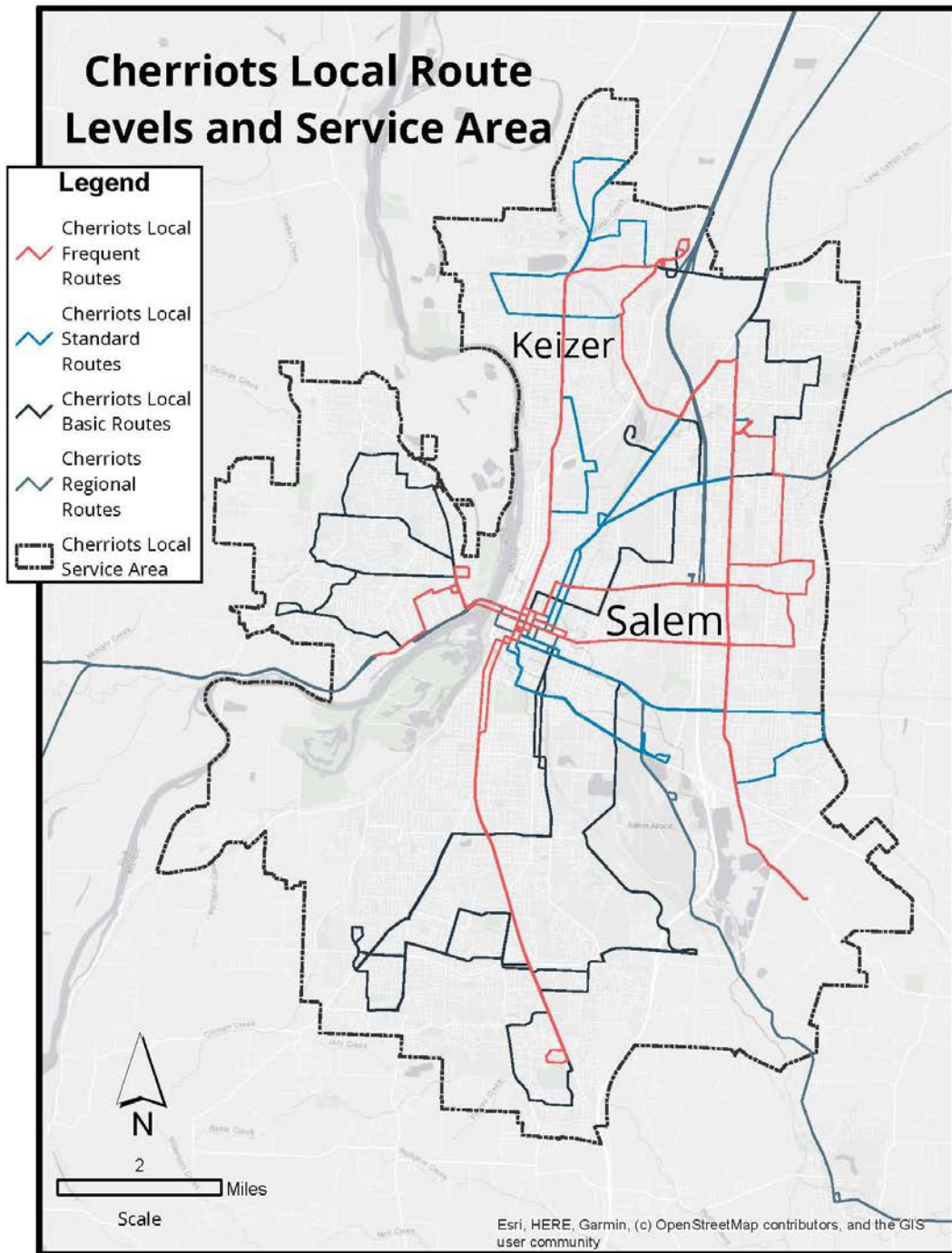
The service and service area maps (Figures V-1 and V-2) show all Cherriots bus routes, differentiated by:

- **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 levels and service areas (Marion and Polk counties).



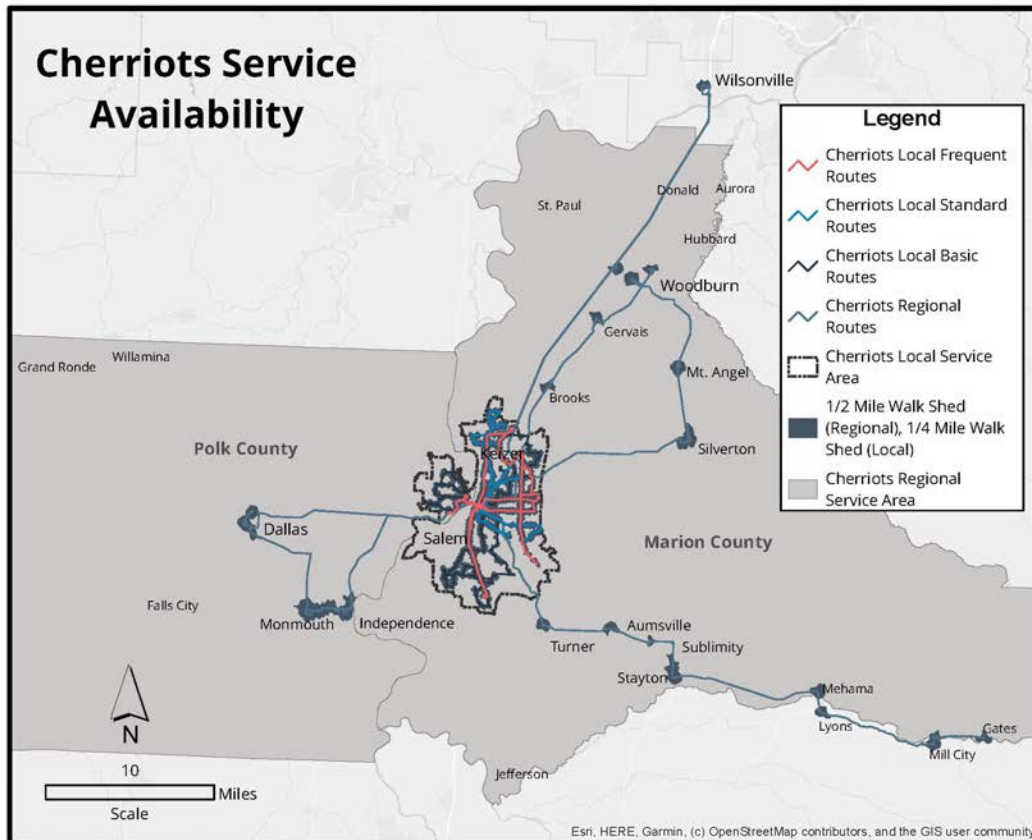
**Figure V- 2.** Service levels and service area (Salem and Keizer).



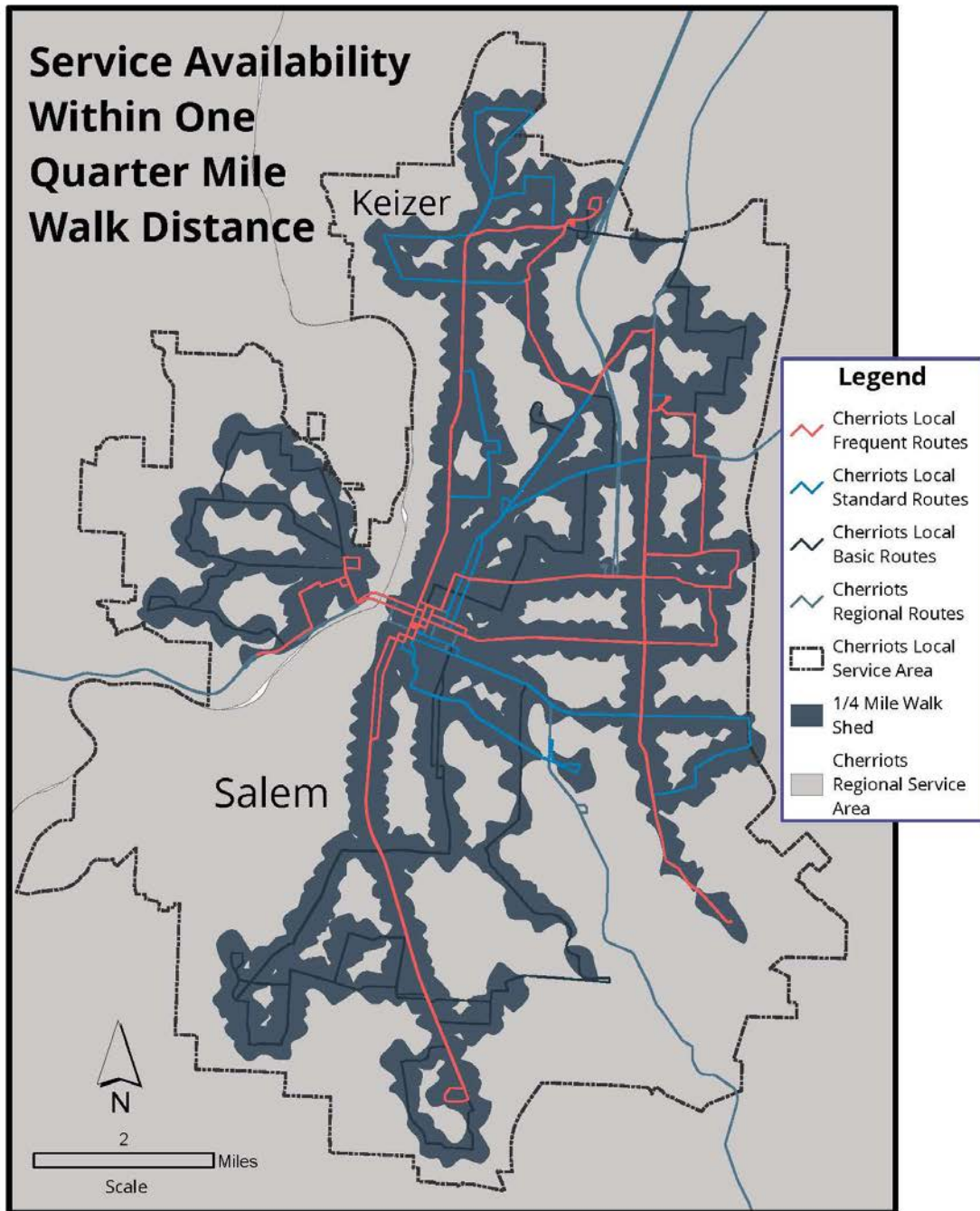
## Service availability

Figures V-3 and V-4 below display areas in Marion and Polk counties that are within a half mile walk of a Cherriots Regional bus stop and a quarter mile walk from all Cherriots Local bus stops, which are the places SAMTD considers served.

**Figure V- 3.** Areas within a half mile walk of all Cherriots Regional bus stops (Marion and Polk counties) and within a quarter mile walk of all Cherriots Local bus stops.



**Figure V- 4.** Area within a quarter mile walk of all Cherriots Local bus stops (Salem and Keizer).

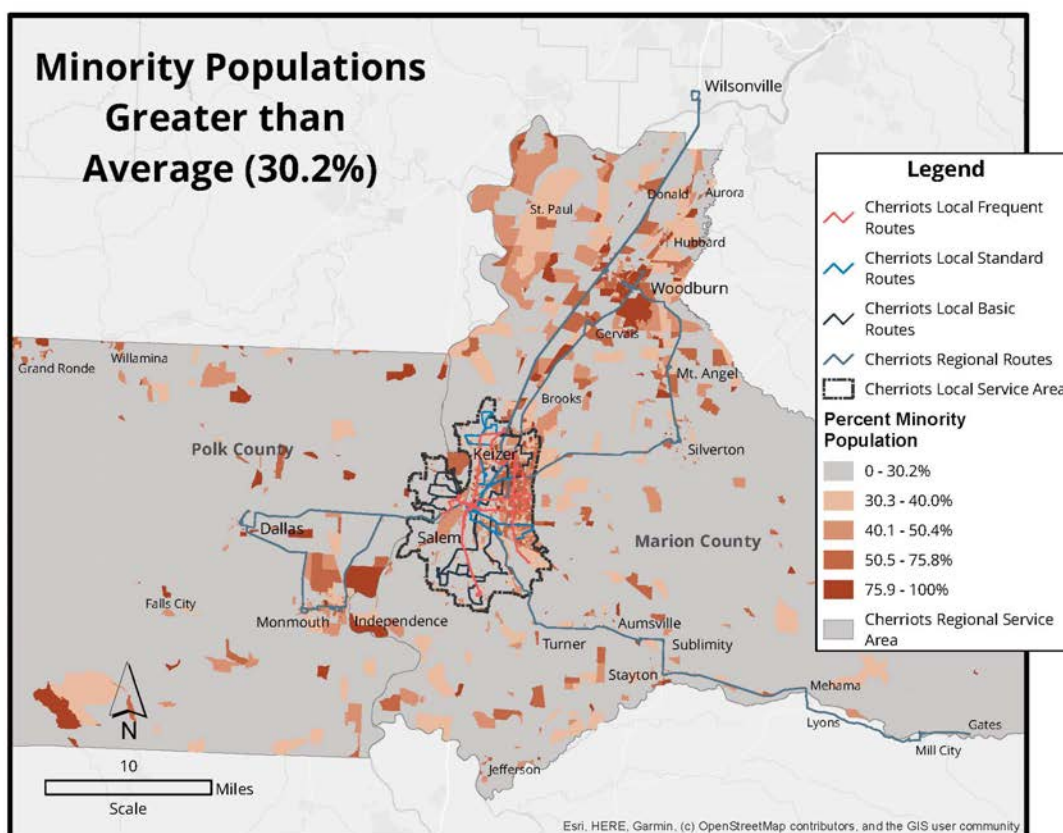




## Minority population

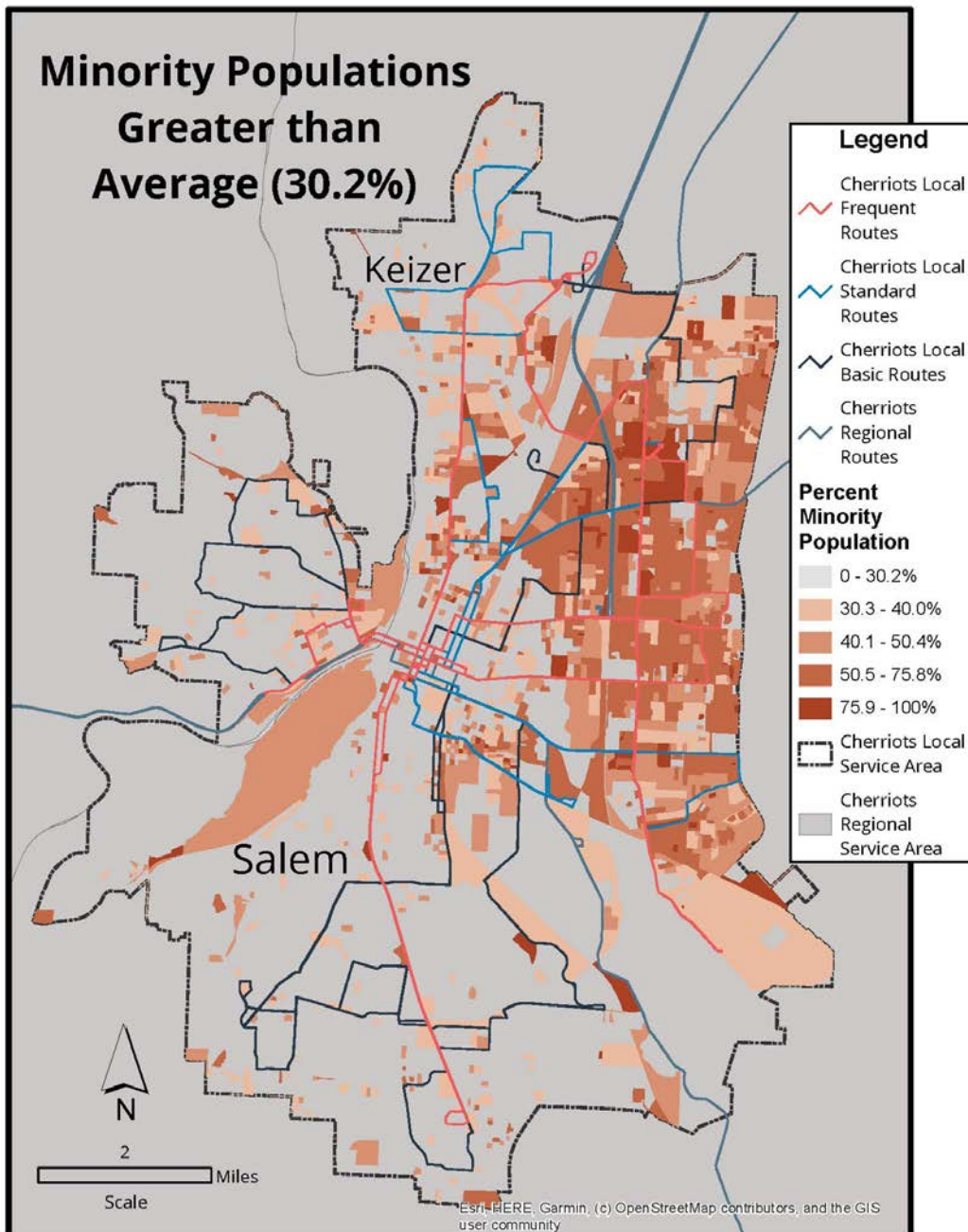
Figures V-5 and V-6 below display U.S. Census block groups in Marion and Polk counties that have shares of minority populations greater than the average for the two counties (30.2%) as of the 2017-2021 ACS.

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



*Source:* ACS 2017-21, Table B03002.

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

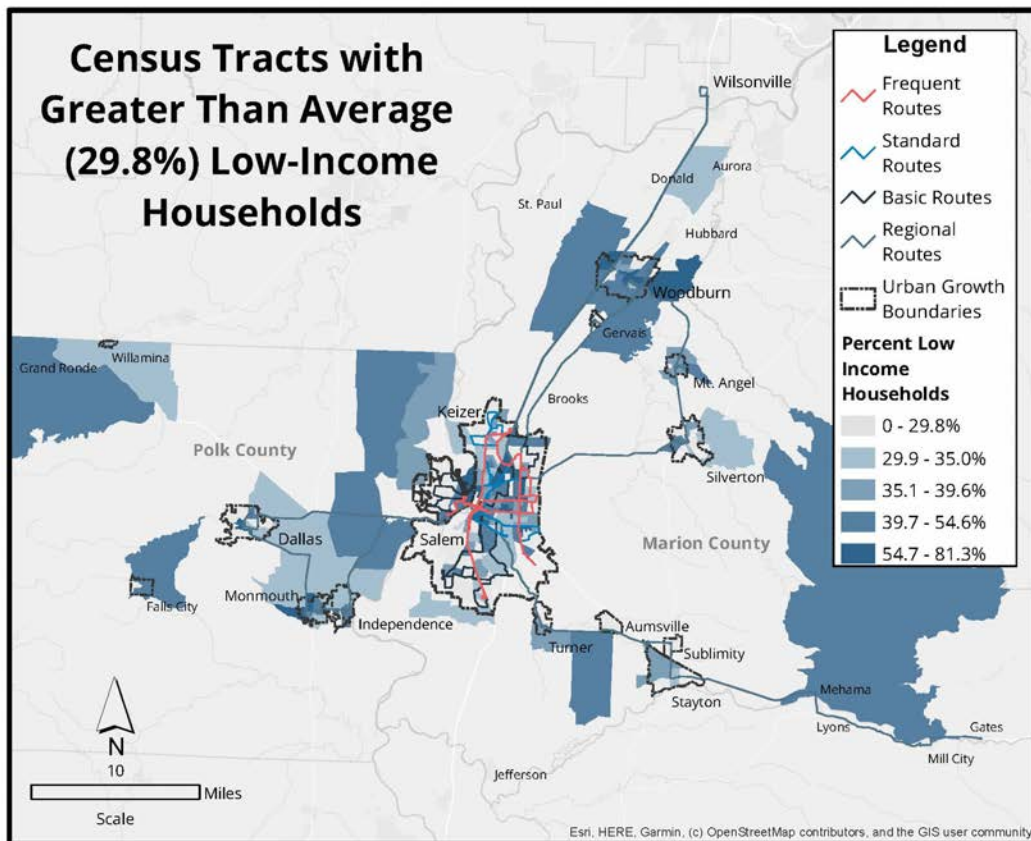


*Source:* ACS 2017-21, Table B03002.

## 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 (29.8%) as of the 2017-2021 ACS. Low-income is defined as households earning at or below 200% FPL. Block group level data was unavailable, so U.S. Census tract data was used.

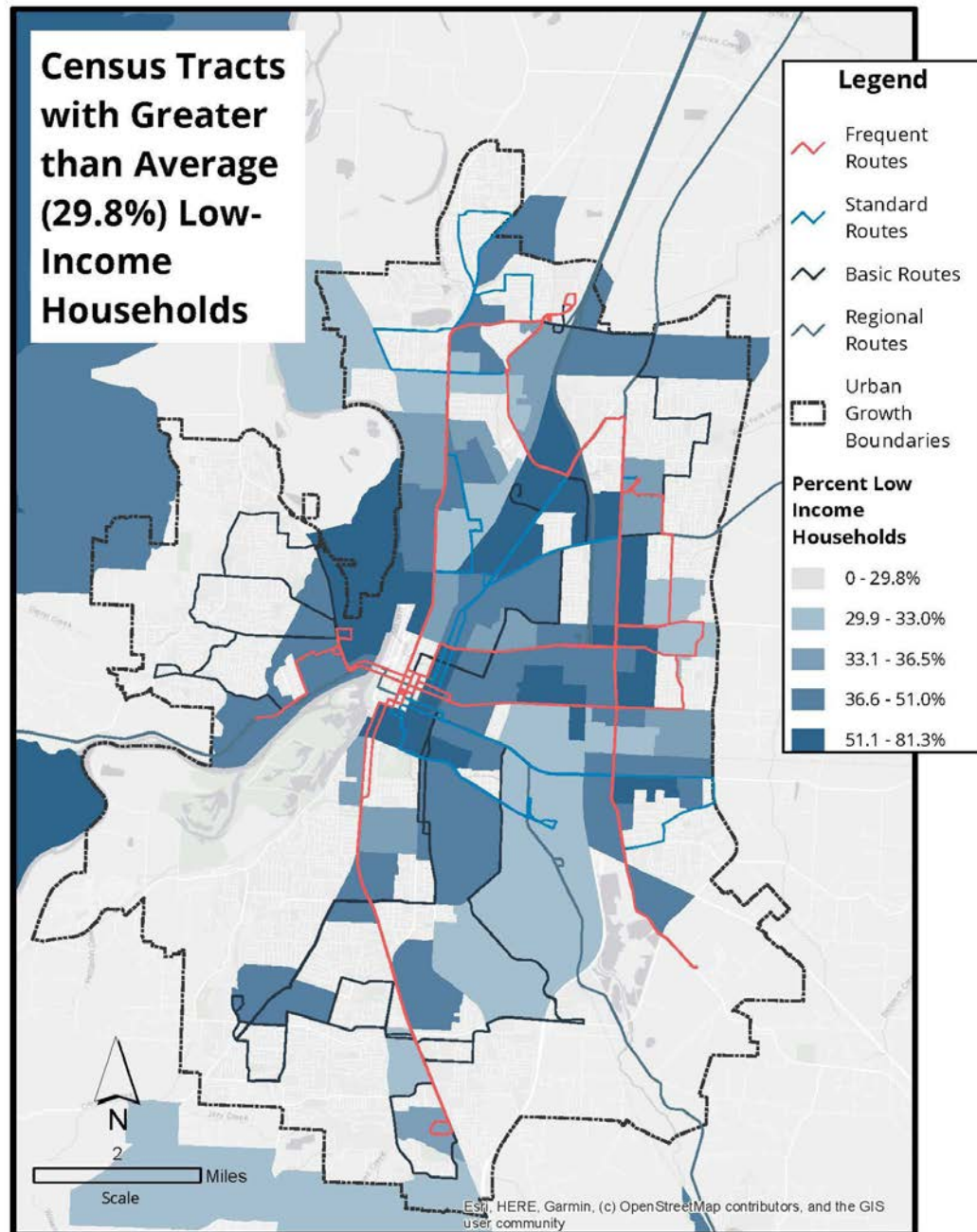
**Figure V-7.** Service and service area in relation to block groups with greater than average low-income (200% FPL) populations (Marion and Polk counties).



Source: ACS 2017-21, Table C17002.



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

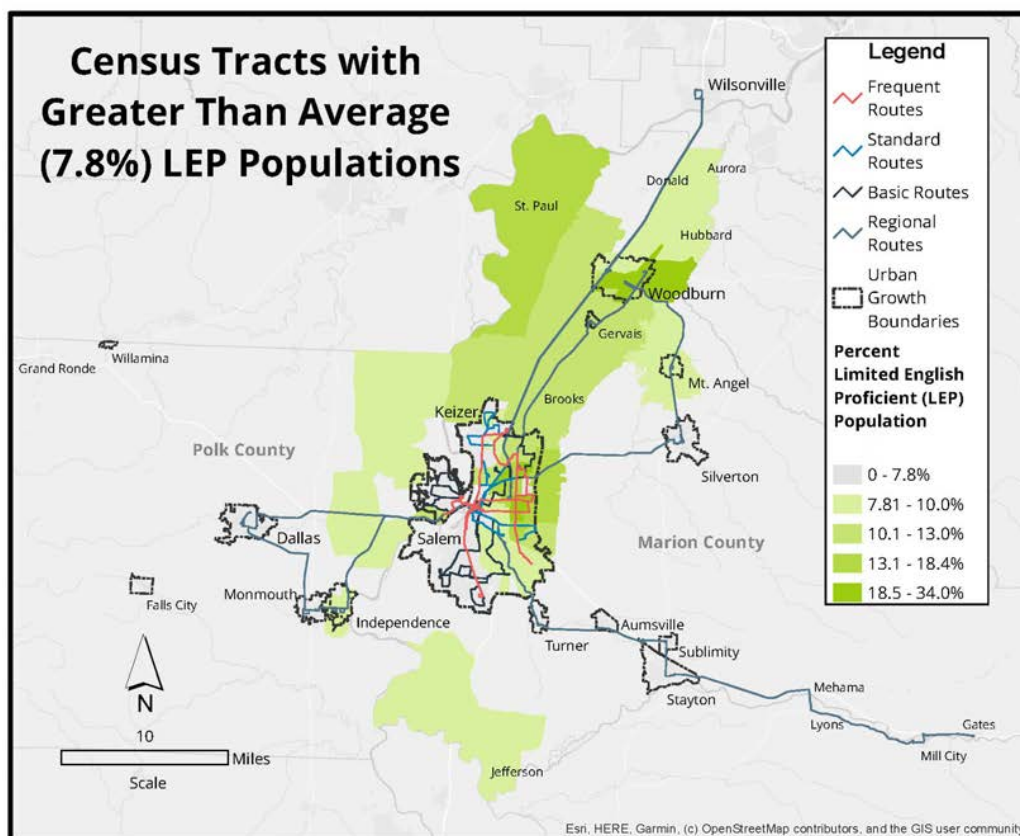


*Source:* ACS 2017-21, Table C17002.

## Limited English Proficient (LEP) population

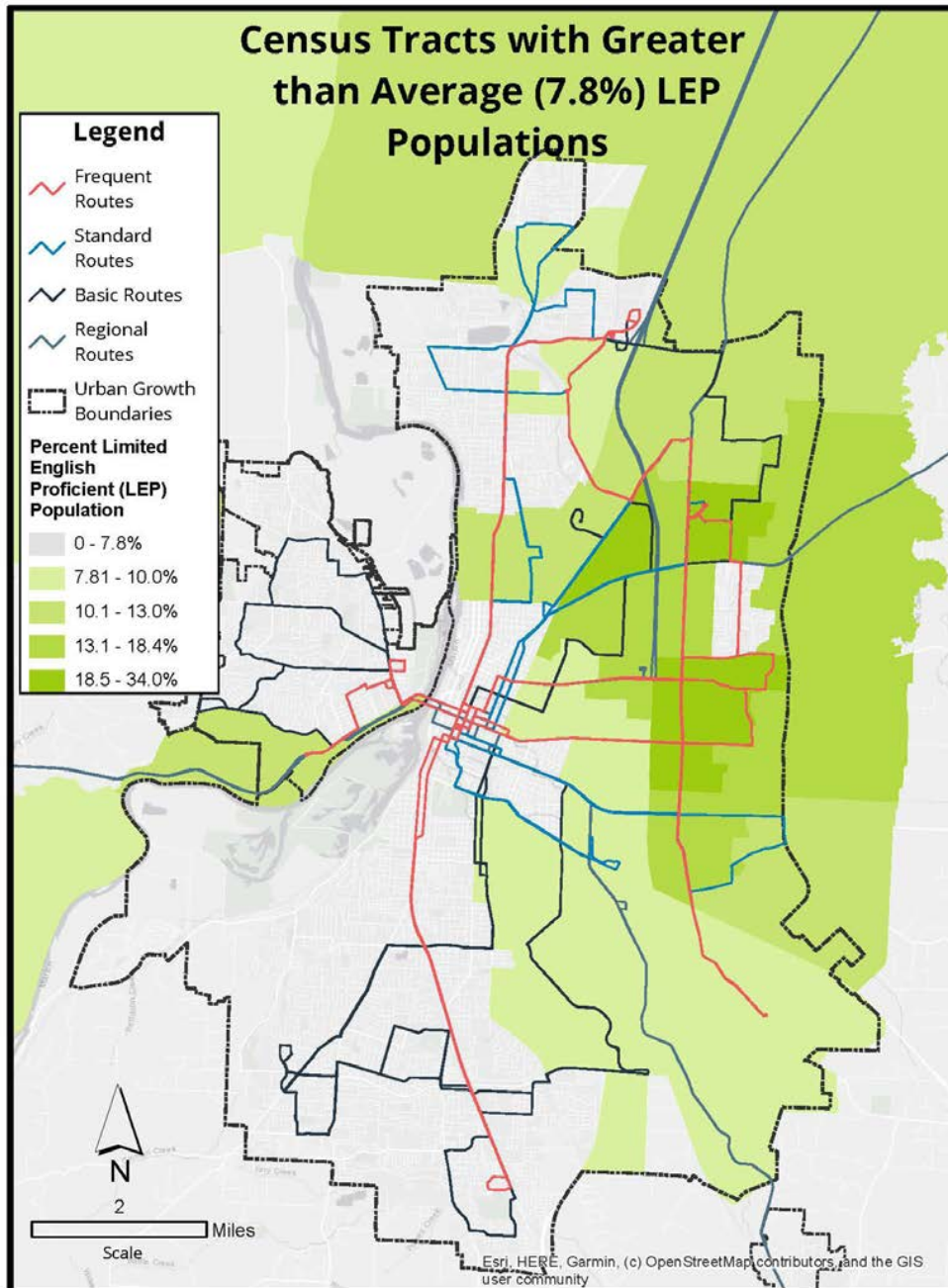
Figures V-9 and V-10 below display U.S. Census tracts in Marion and Polk counties that have shares of LEP populations greater than the average for the two counties (97.8%) as of the 2017-2021 ACS. Block group level detail was unavailable for LEP data, so U.S. Census tract data is shown. LEP is defined 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 2017-21, Table C16001.

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



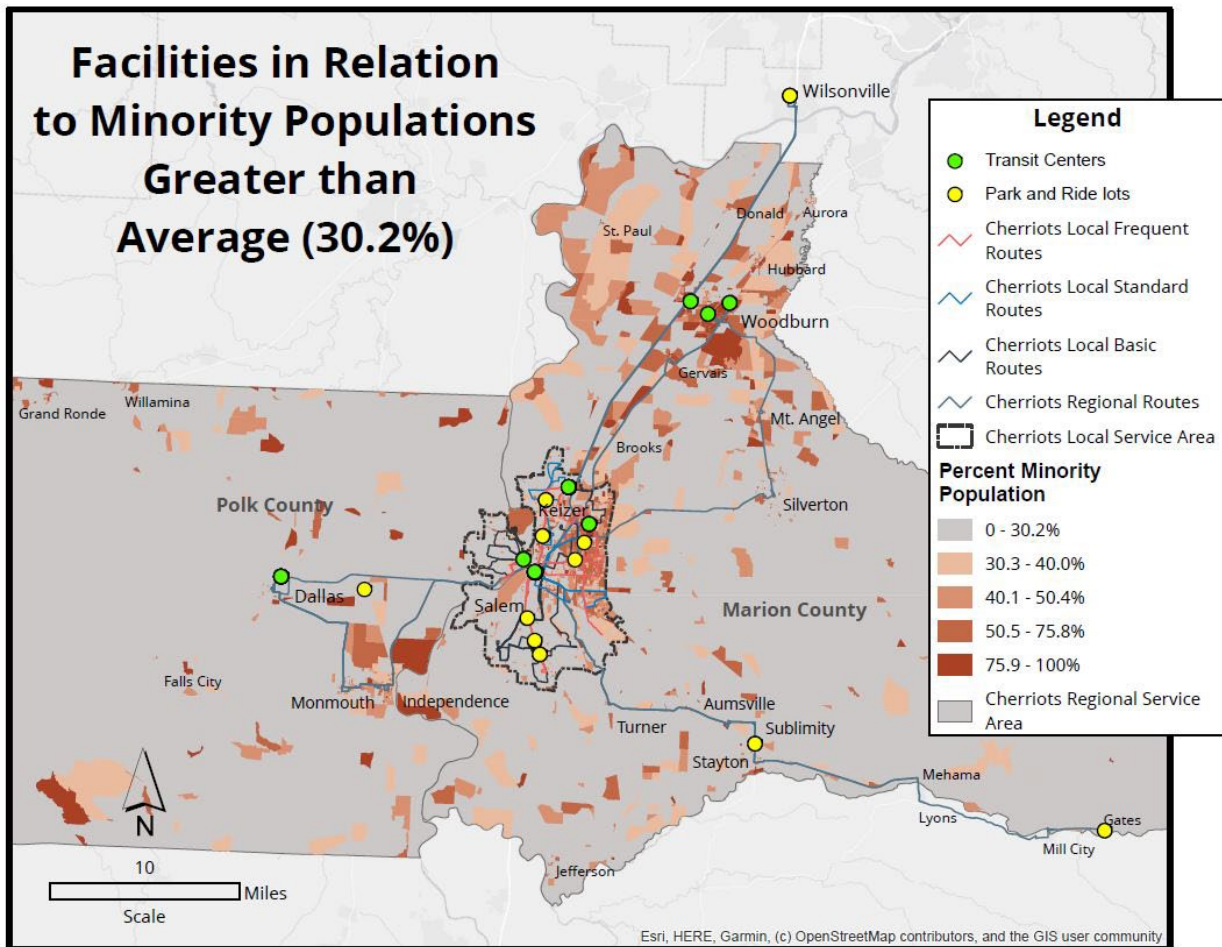
*Source:* ACS 2017-21, Table C16001.



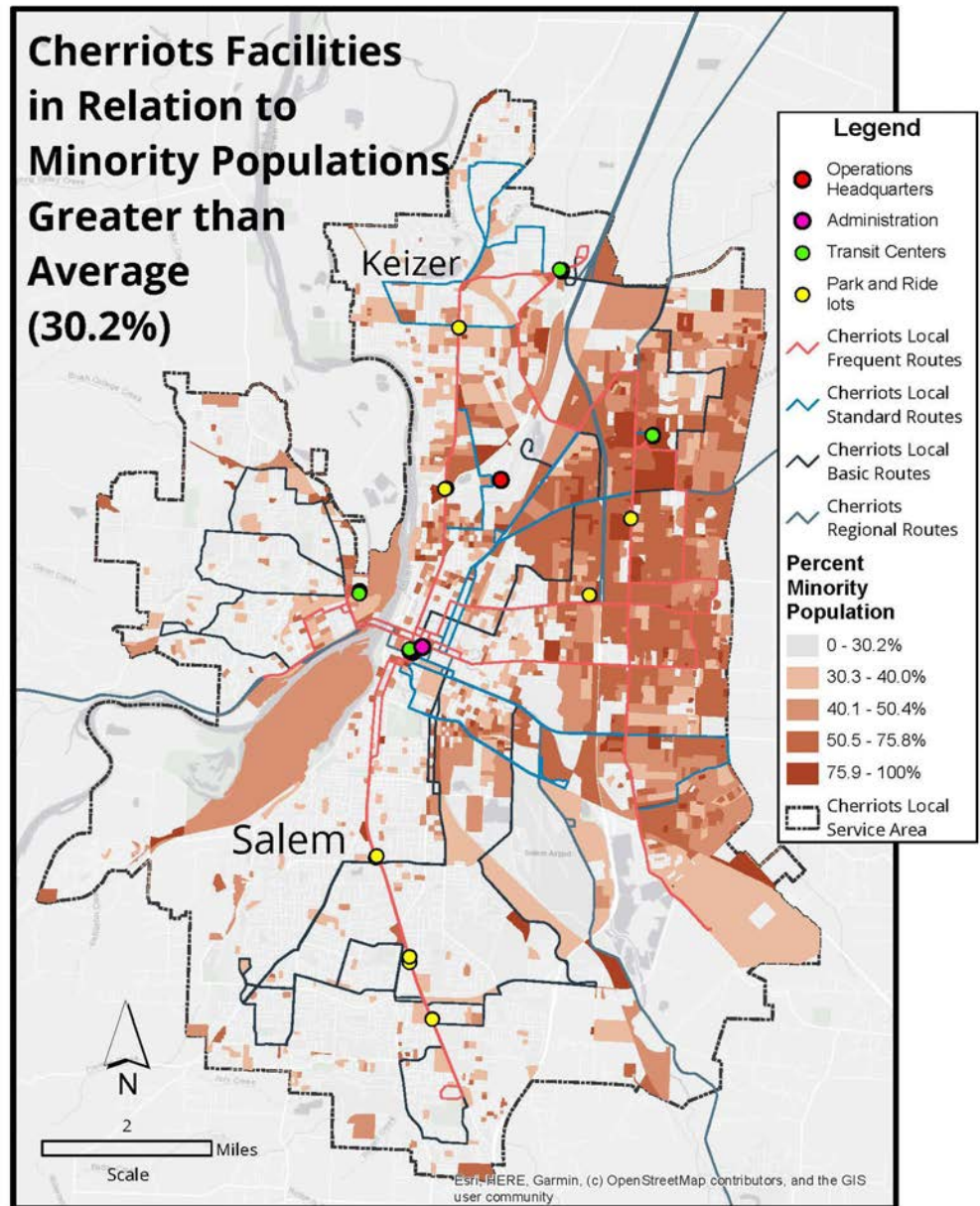
## Facilities

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).

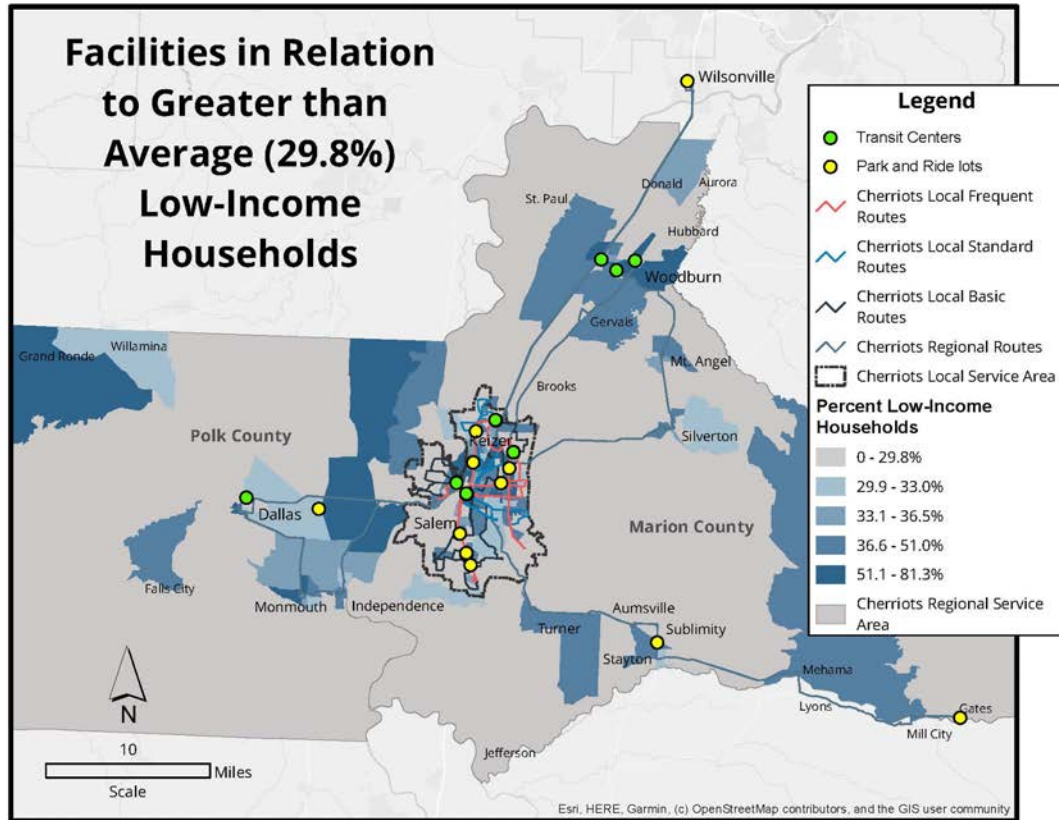


**Figure V- 12.** Current SAMTD facilities and others that are publicly or privately owned but served by Cherriots buses in relation to block groups with greater than average minority populations (Salem and Keizer).



Source: ACS 2017-21, Table B03002.

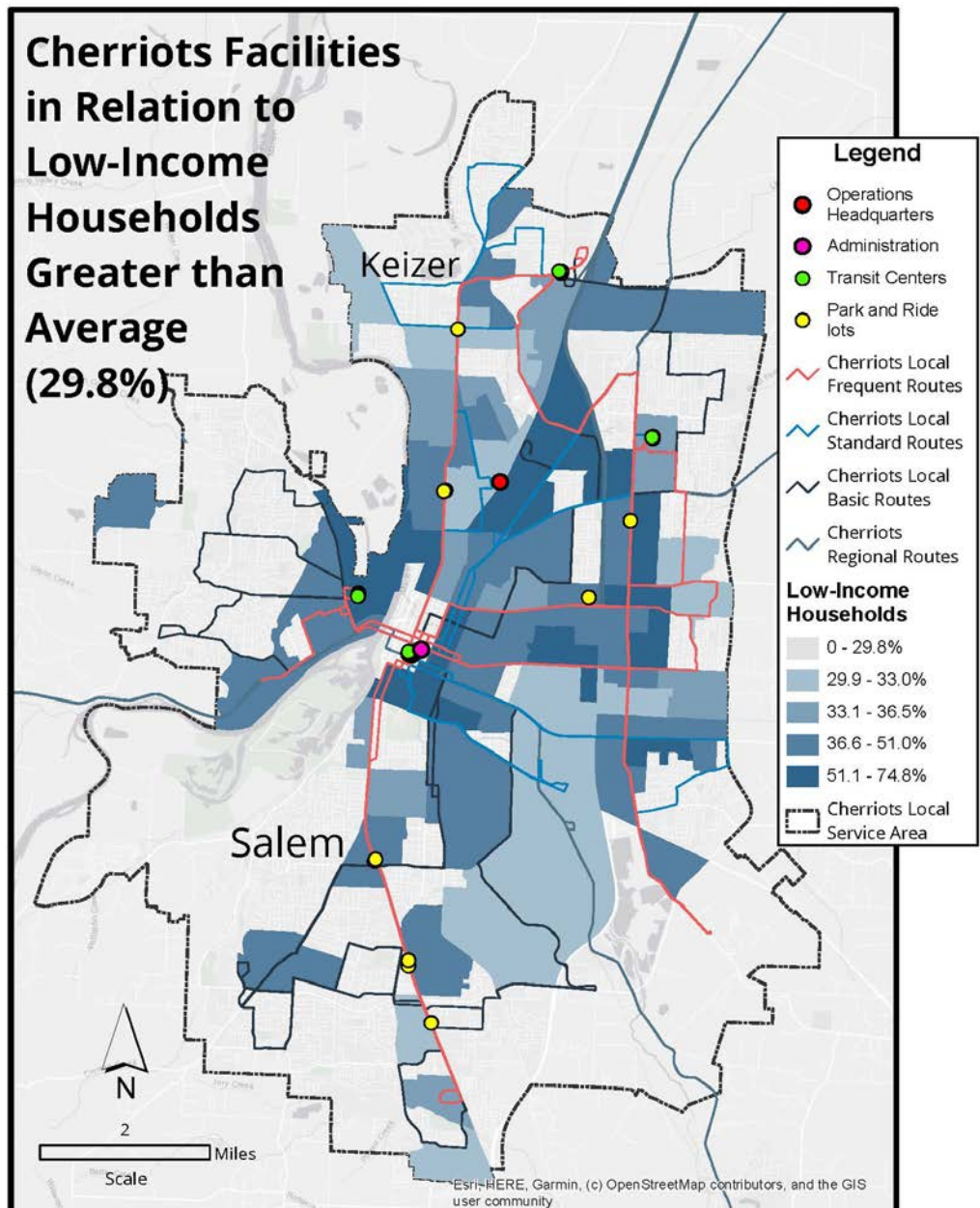
**Figure V- 13.** Low-income (200% FPL) populations in relation to current SAMTD facilities and facilities belonging to other public and private entities served by Cherriots buses (Marion and Polk counties).



*Source:* ACS 2017-21, Table C17002.



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

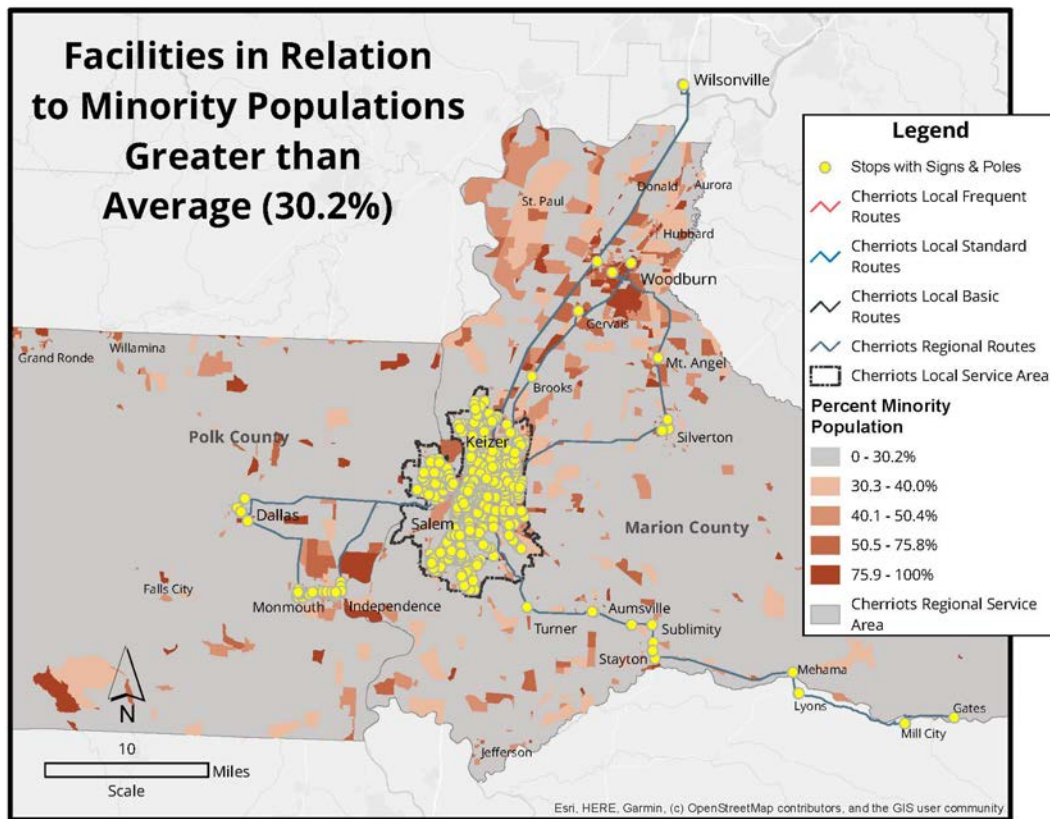


Source: ACS 2017-21, Table C17002.

## Amenities – poles and signs

Figures V-15 through V-18 below display the SAMTD bus stops with poles and signs. This includes bus stop signs, transit center bay signs, and either ground or sidewalk-mounted poles located throughout the region.

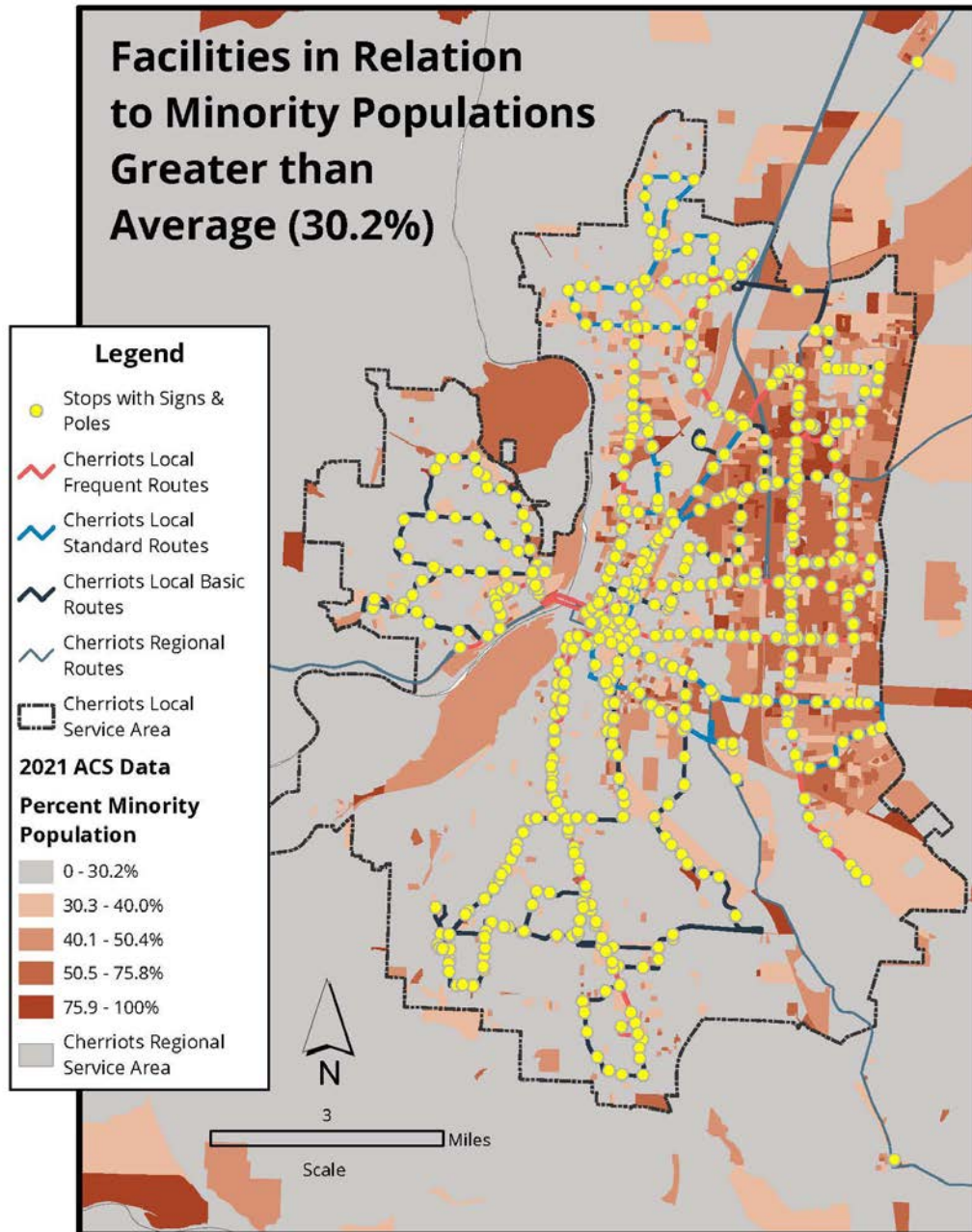
**Figure V- 15.** Poles and signs in relation to block groups with greater than average minority populations (Marion and Polk counties).



**Source:** ACS 2017-21, Table B03002.

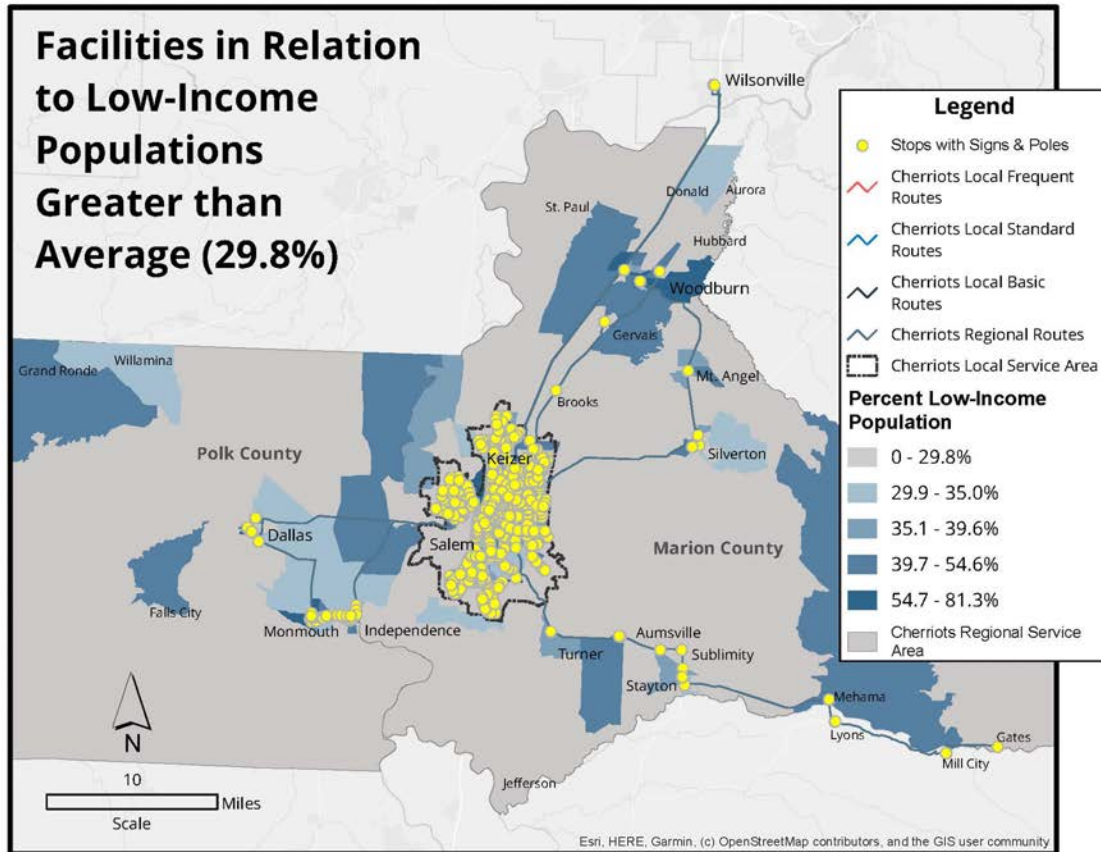


**Figure V- 16.** Poles and signs in relation to block groups with greater than average minority populations (Salem and Keizer).



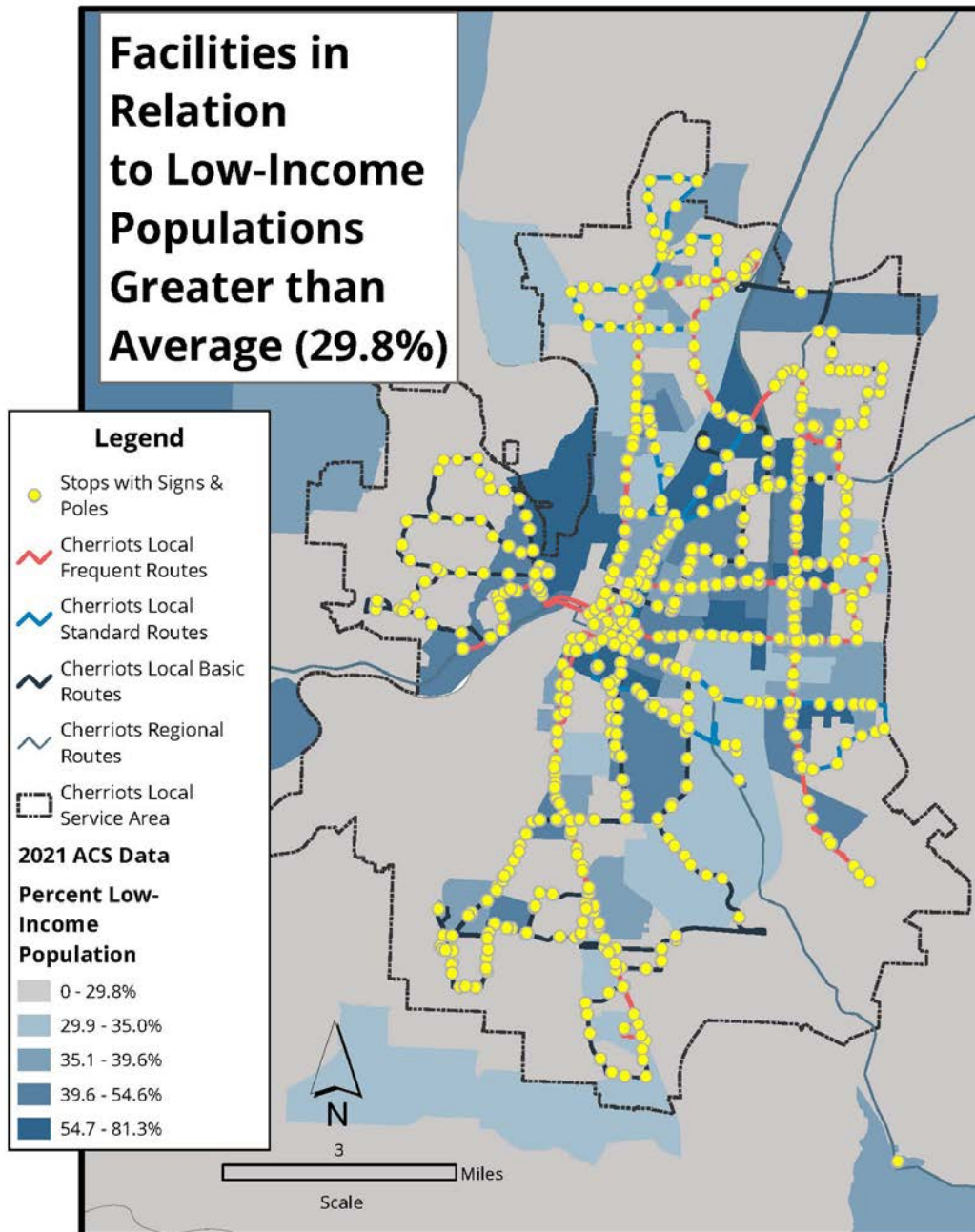
Source: ACS 2017-21, Table B03002.

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



*Source:* ACS 2017-21, Table C17002.

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

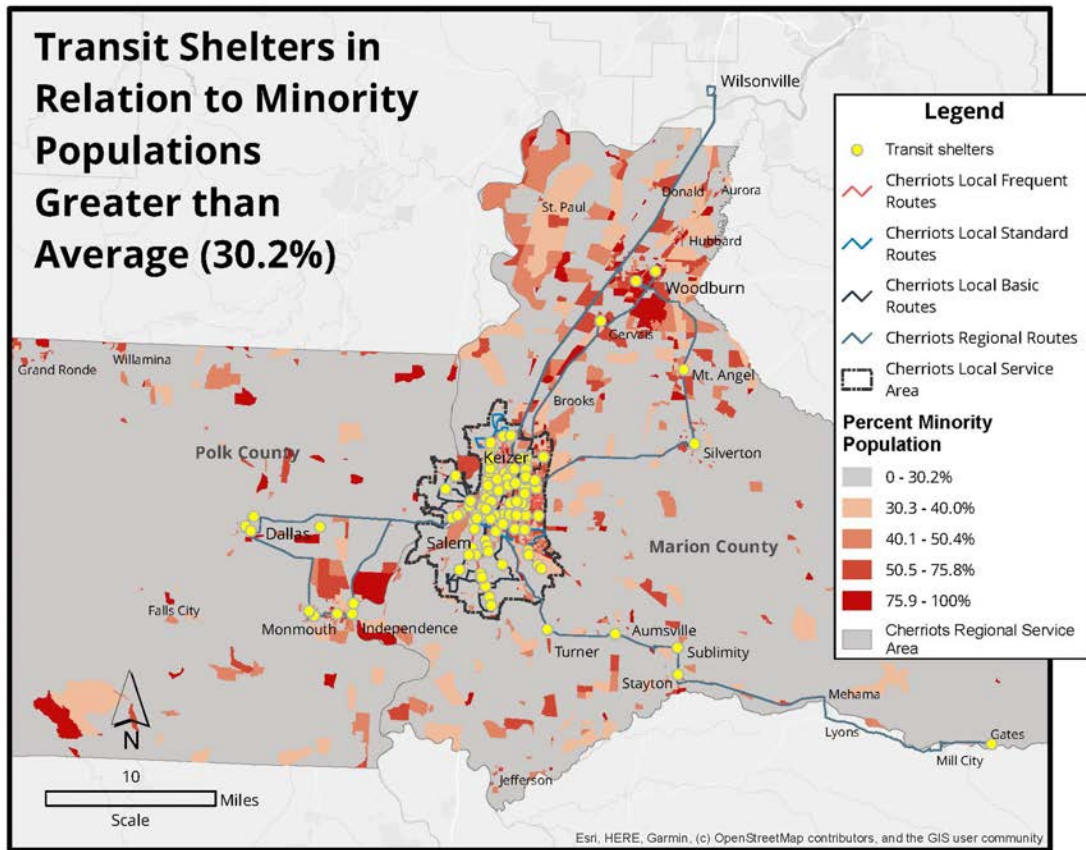


Source: ACS 2017-21, Table C17002.

## 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.

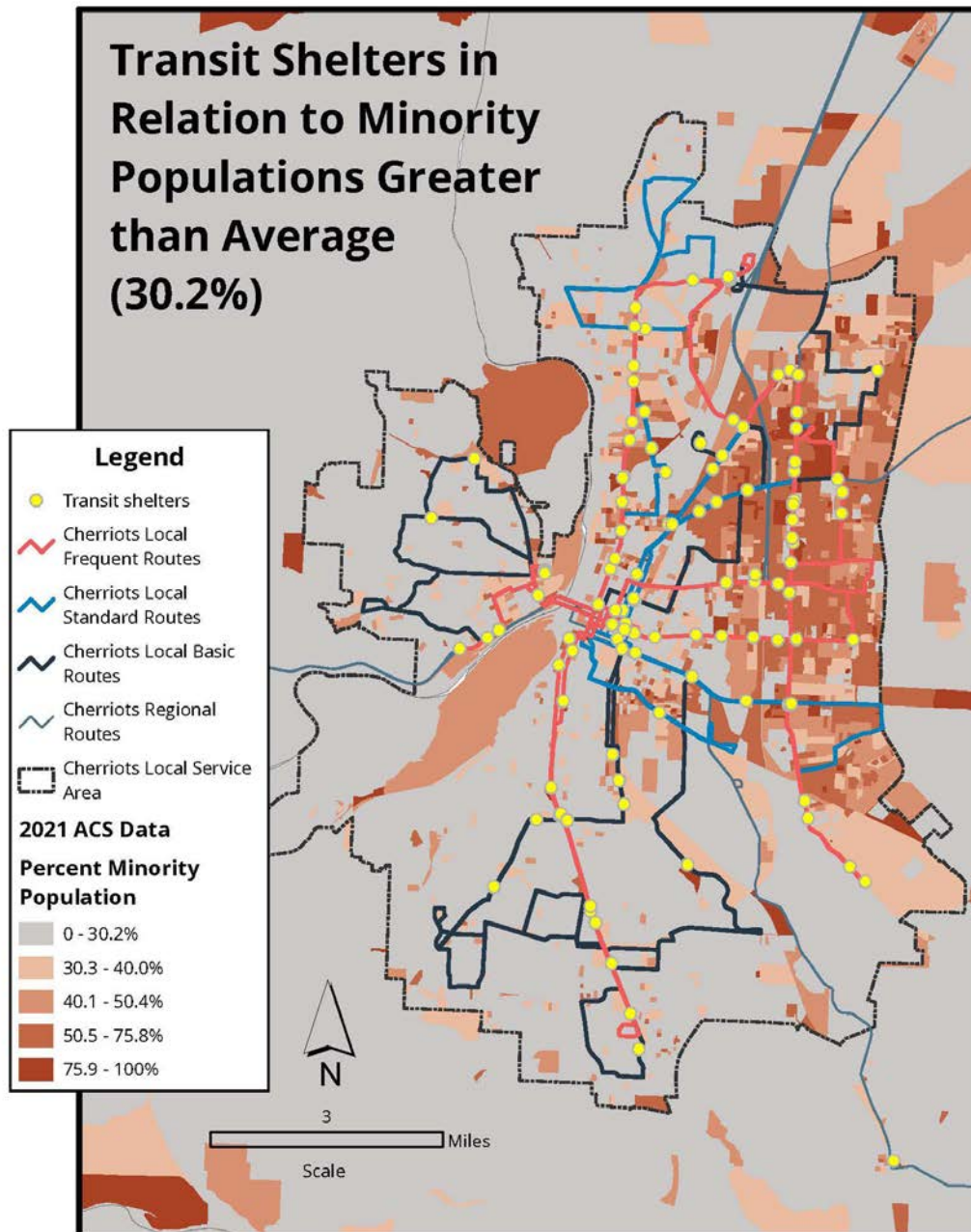
**Figure V- 19.** Transit shelters in relation to block groups with greater than average minority populations (Marion and Polk counties).



Source: ACS 2017-21, Table B03002.

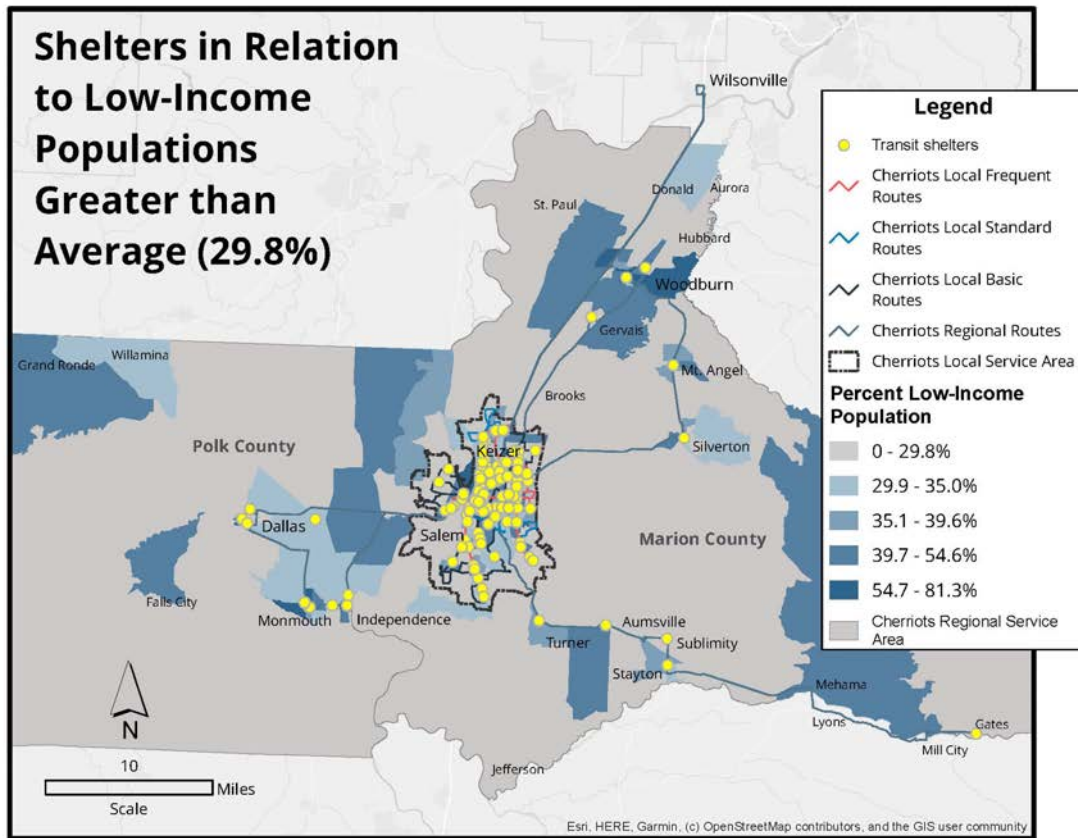


**Figure V- 20.** Transit shelters in relation to block groups with greater than average minority populations (Salem and Keizer).



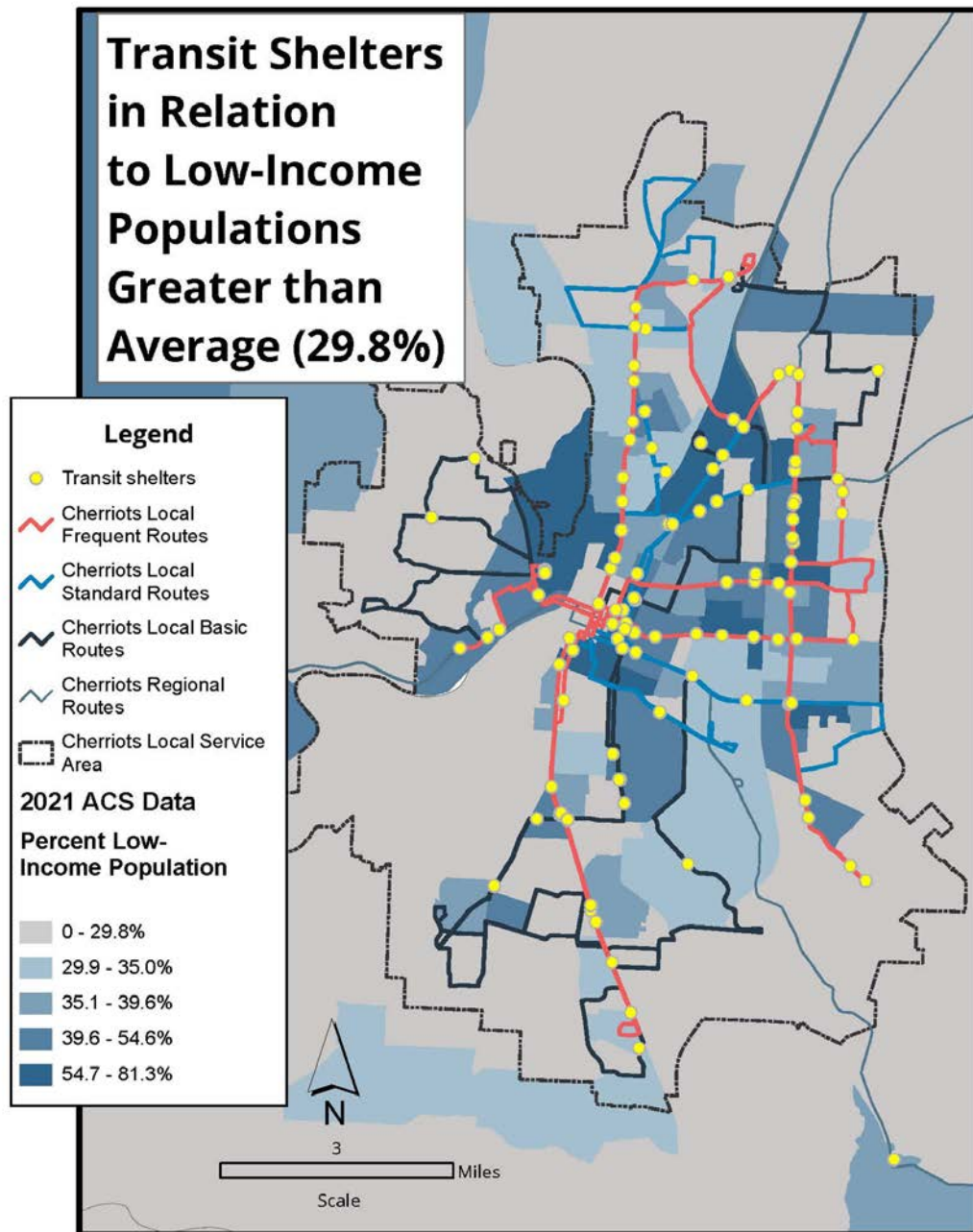
*Source:* ACS 2017-21, Table B03002.

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



**Source:** ACS 2017-21, Table C17002.

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

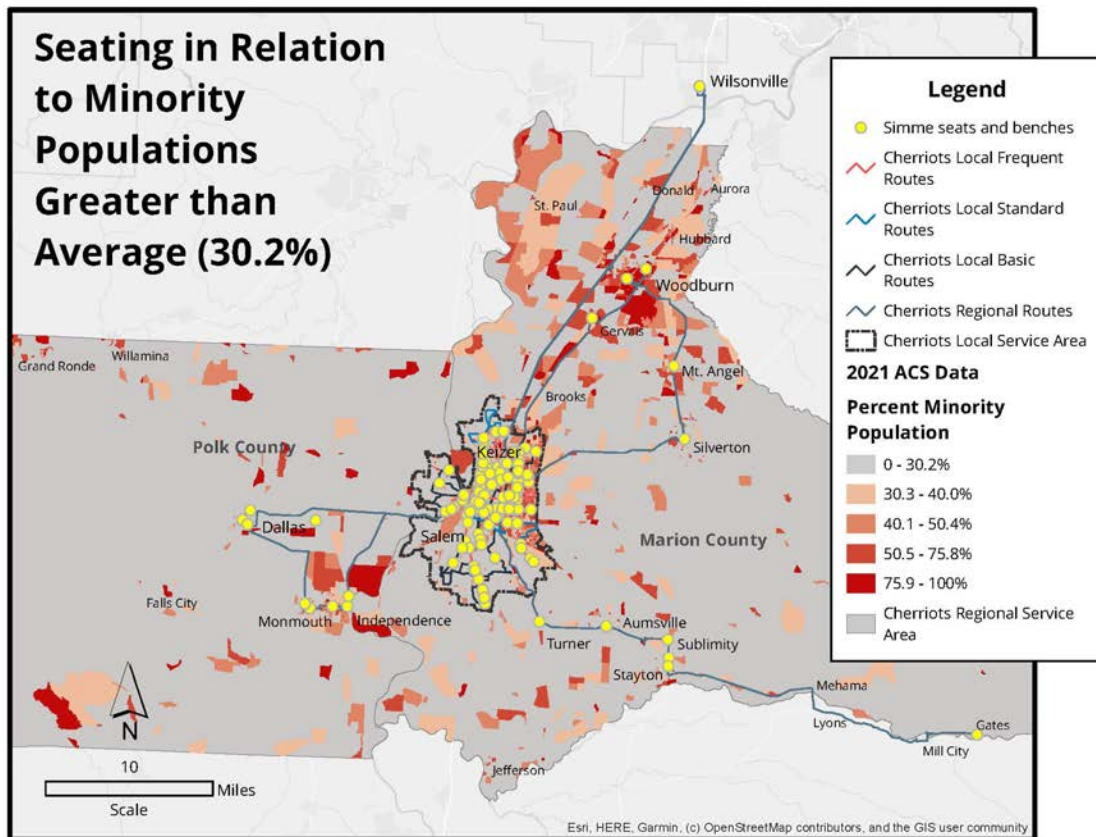


Source: ACS 2017-21, Table C17002.

## Amenities – seating

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

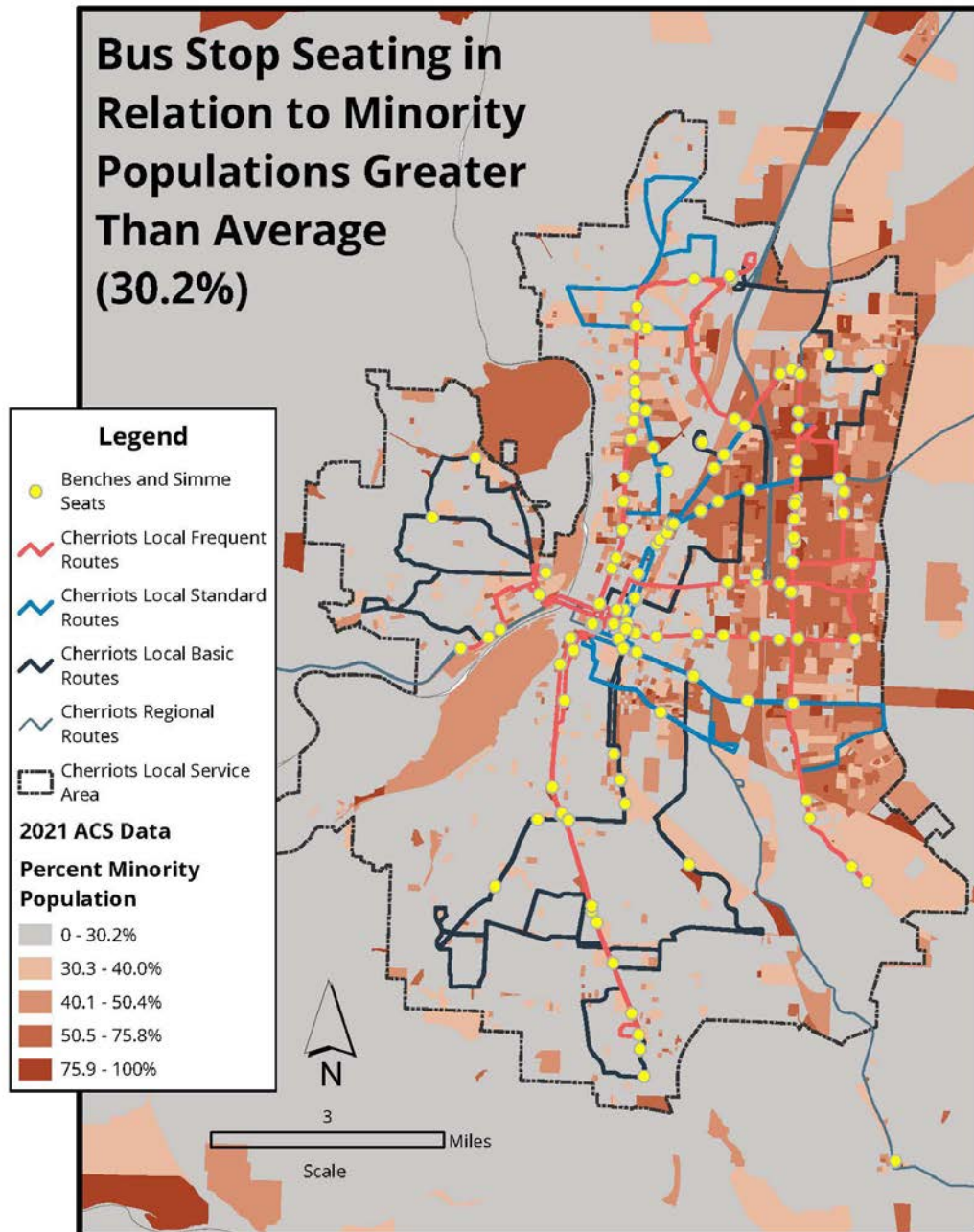
**Figure V- 23.** Seating in relation to block groups with greater than average minority populations (Marion and Polk counties).



Source: ACS 2017-21, Table B03002.

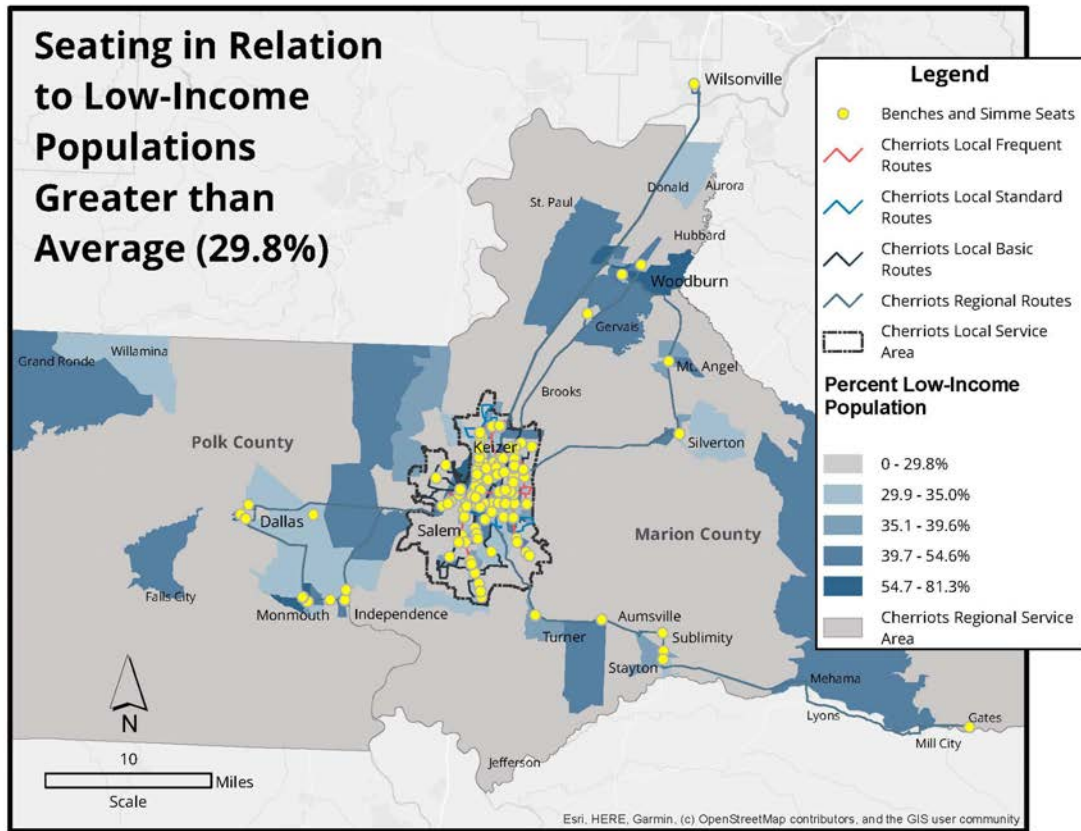


**Figure V- 24.** Seating in relation to block groups with greater than average minority populations (Salem and Keizer).



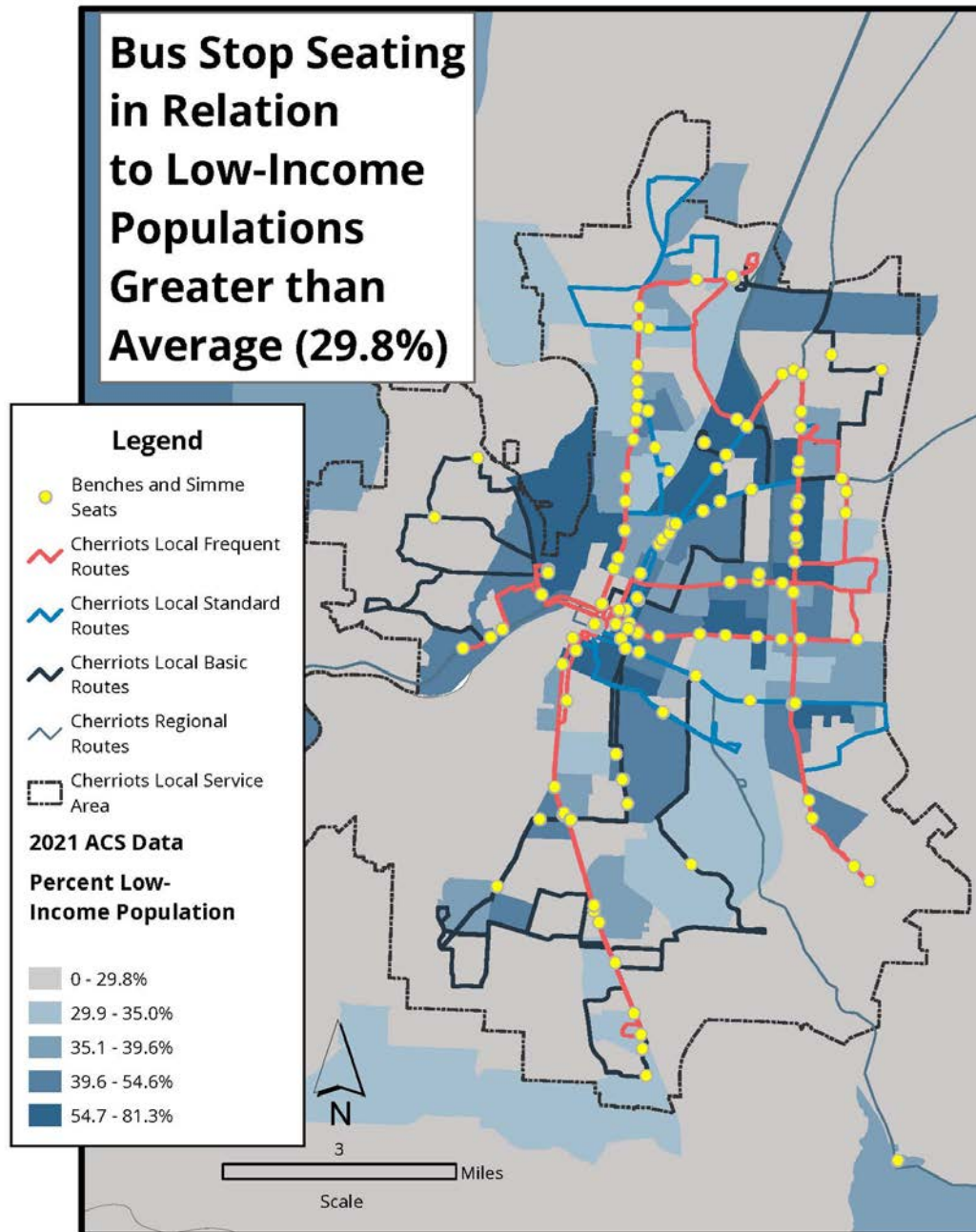
*Source:* ACS 2017-21, Table B03002.

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



*Source:* ACS 2017-21, Table C17002.

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

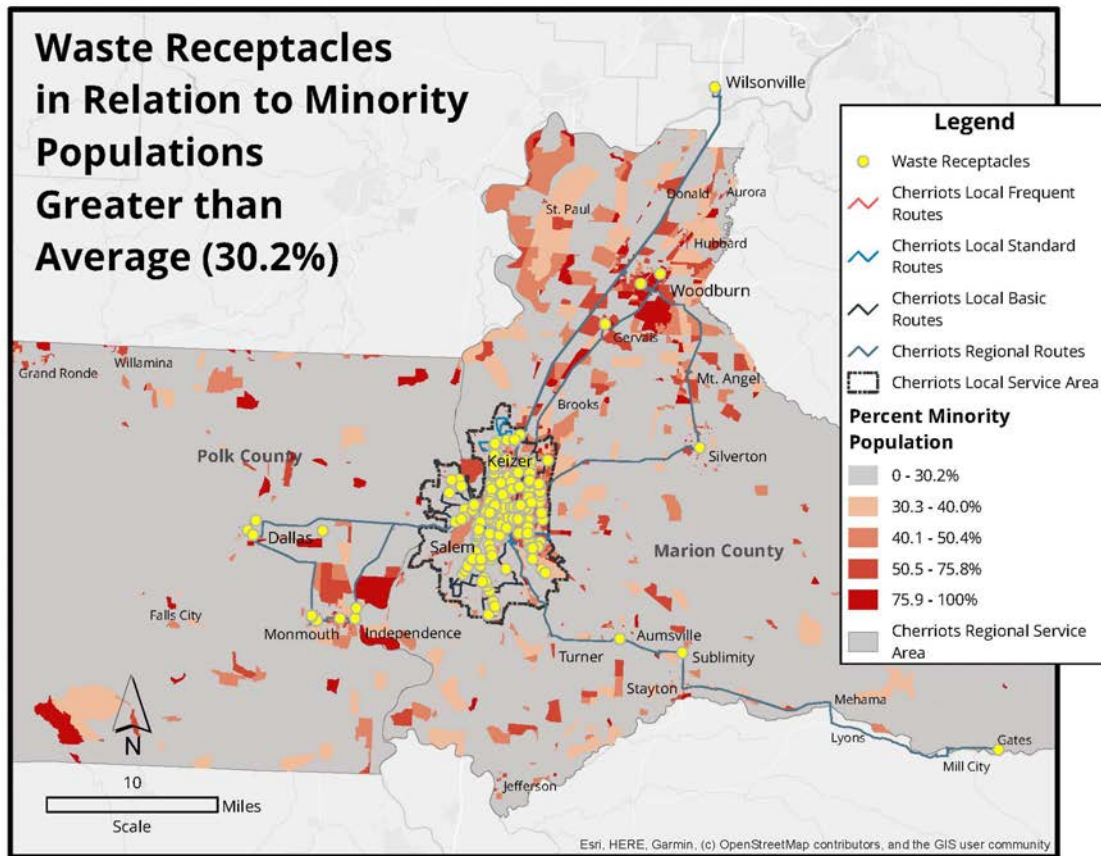


Source: ACS 2017-21, Table C17002.

## 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.

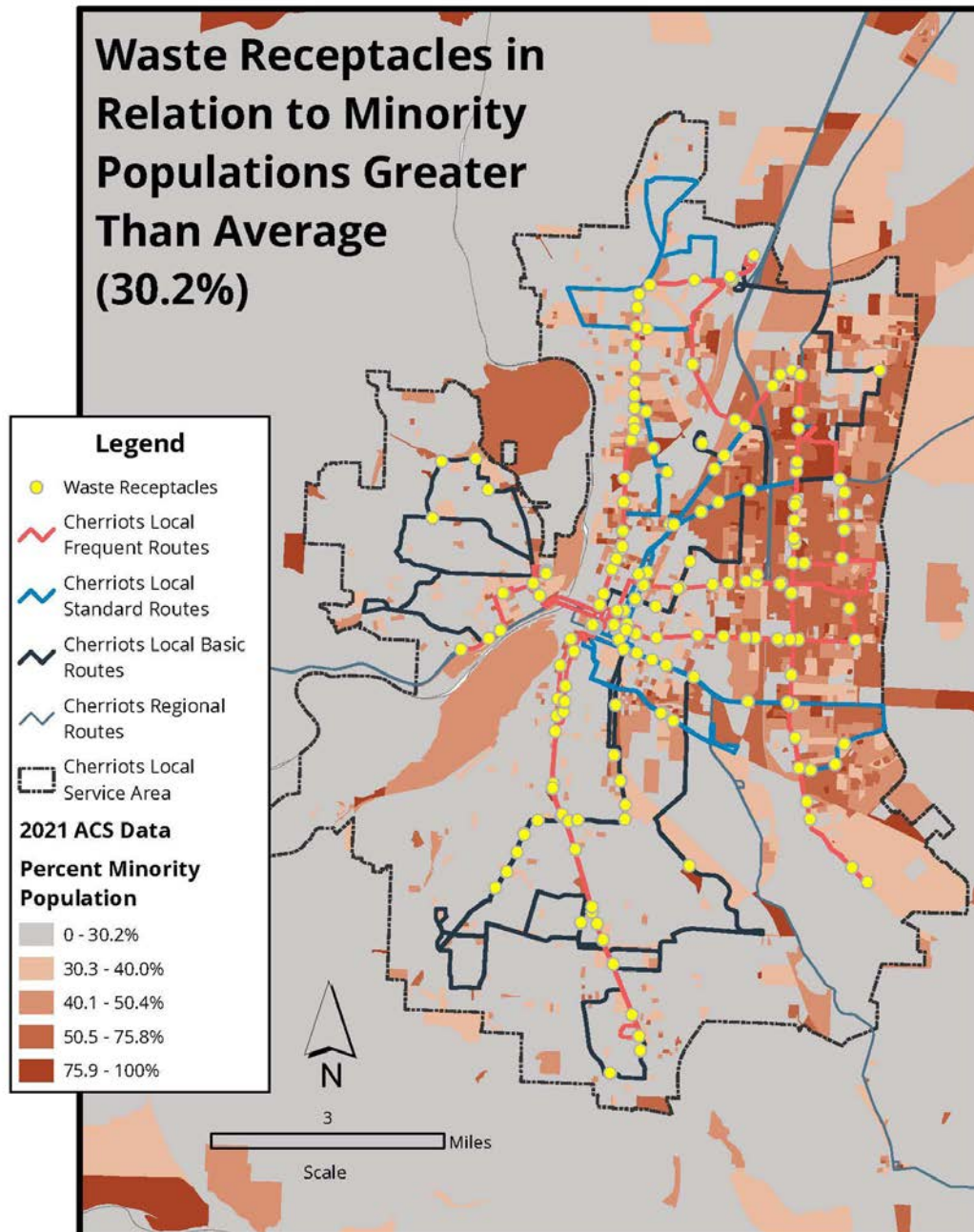
**Figure V- 27.** Waste receptacles in relation to block groups with greater than average minority populations (Marion and Polk counties).



*Source:* ACS 2017-21, Table B03002.

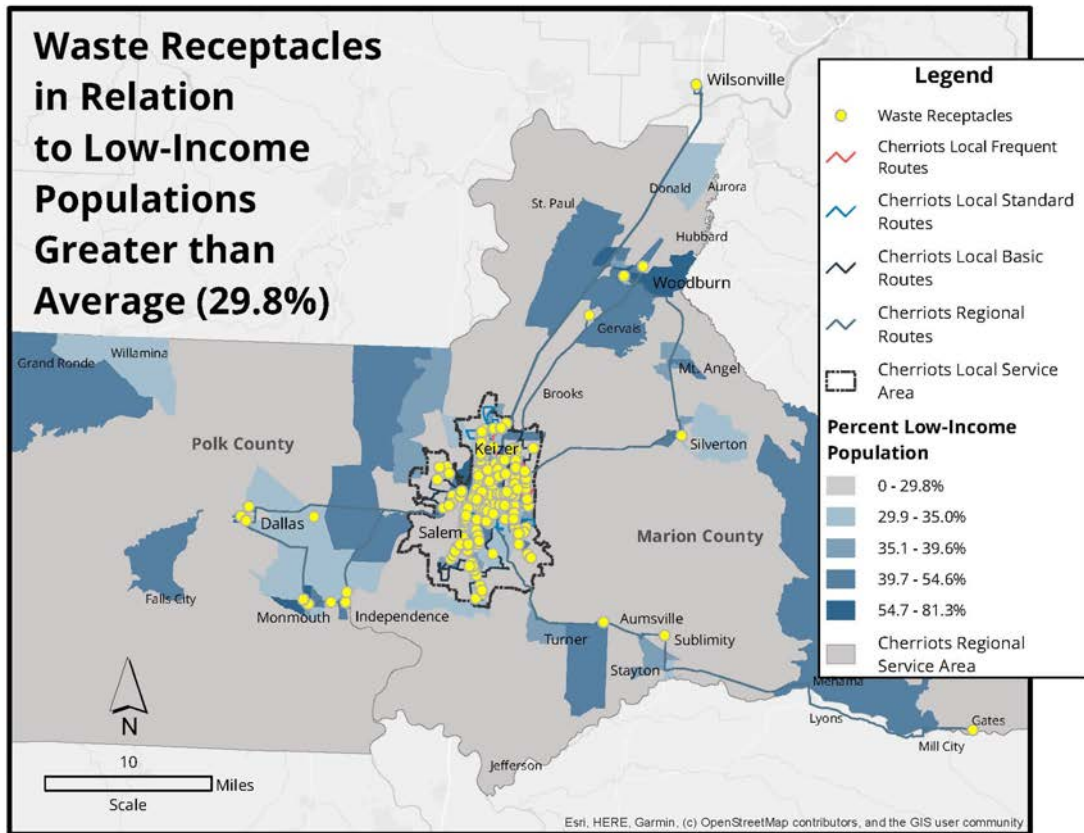


**Figure V- 28.** Waste receptacles in relation to block groups with greater than average minority populations (Salem and Keizer).



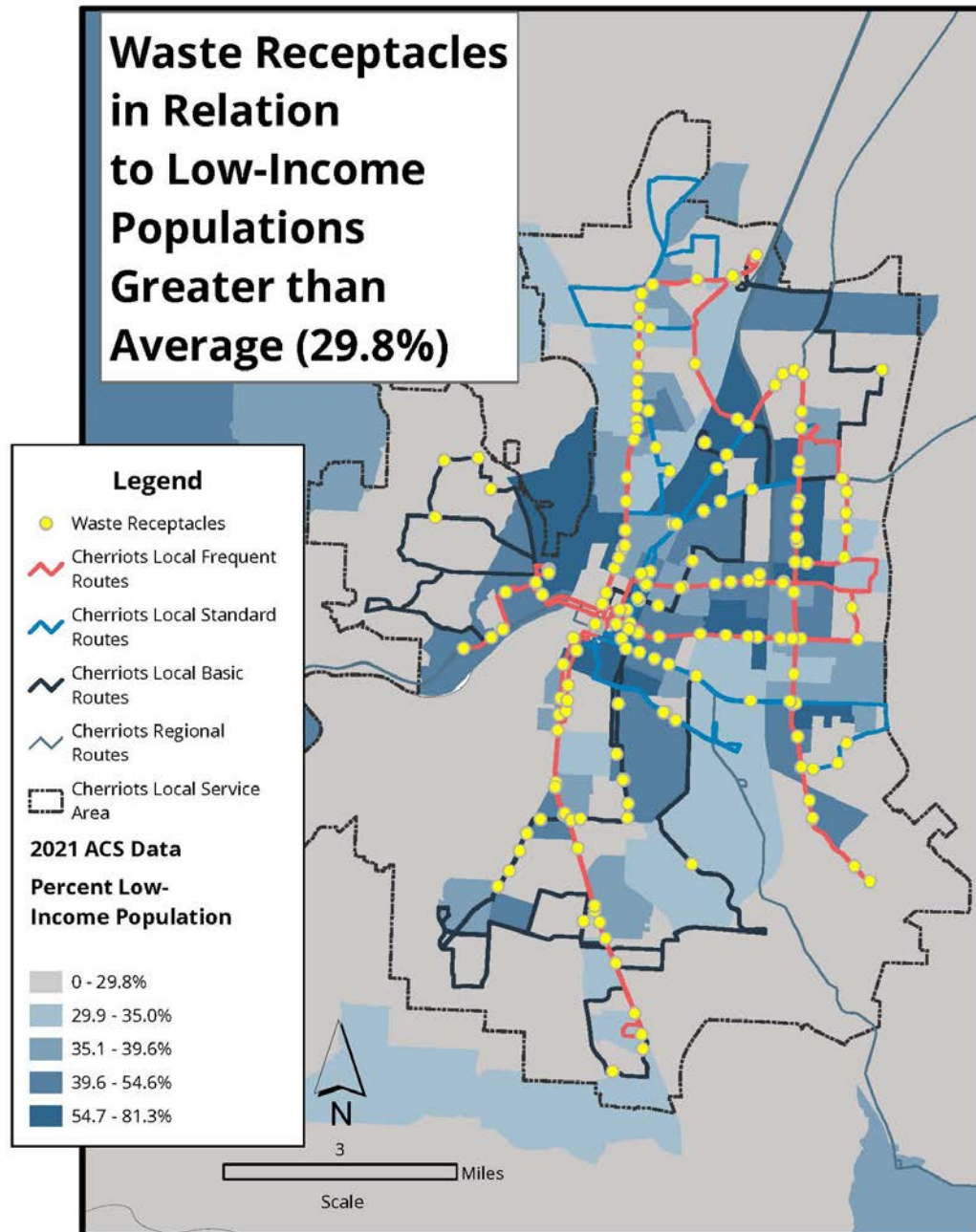
*Source:* ACS 2017-21, Table B03002.

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



*Source:* ACS 2017-21, Table C17002.

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



Source: ACS 2017-21, Table C17002.

## List of Attachments

- A:** Board Resolution No. 2023-09, adopting the 2023 Title VI update at the September 28, 2023 Board Meeting
- B:** SAMTD Title VI Notice to the Public in English, Spanish, and Russian
- C:** SAMTD Civil Rights complaint procedure
- D:** SAMTD Civil Rights complaint form
- E:** Public Participation Plan and Chapter 6 of Cherrriots Service Guidelines
- F:** 2022 Needs Assessment and Salem-Albany Corridor Feasibility Study Final Recommendation Report
- G:** Public Outreach Report for the Long Range Transit Plan project
- H:** SAMTD Language Assistance Plan
- I:** Policy #710 - Subrecipient monitoring
- J:** Subrecipients' Title VI documentation
- K:** Equity analyses for major service changes and fare changes since June 2020
- L:** SAMTD Title VI policy documents
- M:** 2021 On-Board Survey Report



**Attachment A: Board Resolution No. 2023-09,**  
**adopting the 2023 Title VI update at the**  
**September 28, 2023 Board Meeting**

The following is a signed copy of Board Resolution No. 2023-09 that provides proof of the SAMTD Board of Director's approval of the 2023 Title VI Program Update and all of the changed policies and procedures contained in the document. Resolution 2023-09 was signed at the September 28, 2023 Board Meeting.



## **RESOLUTION NO. 2023-09**

### **2023 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 Federal Transit Administration (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 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 bear 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 adopts Resolution #2023-09 to approve the 2023 Title VI Program as written; and direct the General Manager to submit the document to the Federal Transit Administration by October 1, 2023, as is required by federal rules and regulations.

**ADOPTED** by the Board of Directors on the 28<sup>th</sup> day of September 2023, and effective thereupon.

**ADOPTED** by the SAMTD Board of Directors on the 28<sup>th</sup> day of September, 2023.

**ATTEST:**

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Maria Hinojos Pressey, Board President

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Recording Secretary

## **Attachment B: SAMTD Title VI Notice to the Public in English, Spanish, and Russian**

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

Title VI 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**

Title VI 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**

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### **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**

Title VI 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: SAMTD Civil Rights complaint procedure**

The following document is a copy of the SAMTD Civil Rights complaint procedure that is available at Customer Service and on [Cherriots.org](http://Cherriots.org).

## **SAMTD Title VI complaint procedure**

Any person who believes that they, 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 their 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, and 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: complainant's 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 their 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 an 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: SAMTD Civil Rights complaint form**

The following document is a copy of the SAMTD Civil Rights complaint form that 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: \_\_\_\_\_

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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.

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(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 or mailed to the Cherriots Administrative Office at:

Title VI Officer

Cherriots

555 Court St. NE, Suite 5230

Salem, OR 97301

## **Attachment E: Public Participation Plan and Chapter 6 of Cherriots Service Guidelines**

The following document is a copy of the 2021 Salem-Keizer Area Transportation Study (SKATS) Public Participation Plan that is a model used by SAMTD planning projects. Chapter six of the SAMTD Service Guidelines (2020 version) is also included since it documents the process used by planning staff for soliciting feedback in all planning-related projects.

# Public Participation Plan



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

Adopted by the SKATS Policy Committee  
November 23, 2021

prepared by:

**Salem-Keizer Area Transportation Study**

administered by:

Mid-Willamette Valley  
Council of Governments  
100 High Street SE, Suite 200  
Salem, Oregon 97301  
(503) 588-6177

# 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  
Steve Horning..... City of Turner  
Danielle Bethell ..... Marion County  
Lyle Mordhorst ..... Polk County  
John Huestis ..... Oregon Department of Transportation  
Sadie Carney ..... Salem Area Mass Transit District  
Maria Hinojos-Pressey..... Salem-Keizer School District

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# **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, Suite 200  
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



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# 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. The cities, counties, and agencies also conduct local transportation studies and develop transportation plans and strategic plans. These local plans include 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 the 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 transportation infrastructure or providing transportation services. 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, SKATS is 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 the public, 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' first Public Participation Plan was adopted after a public outreach process involving elected officials, neighborhood, community and service groups, government agencies, and staff. In 2013 and twice in 2017, the Public Participation Plan was updated to incorporate experiences and practices since its original adoption, as well as address corrections identified and requested by northwest FHWA and FTA staff.

## **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 while protecting people or groups from discrimination. 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 Justices principles and Title VI requirements that prohibit discrimination as well as processes to be followed should a case of discrimination be raised are covered in a separate SKATS Title VI plan. The Salem Area Mass Transit District (SAMTD) -- as a designated recipient of Federal Transit Administration (FTA) funds -- also has a Title VI plan.

## VISION, GOALS, OBJECTIVES, AND POLICIES

**VISION** - An environment in which the public 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 public, 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 current Federal surface transportation act.

**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 populations over the age of 65.

**Policy 4:** SKATS will 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 the public.*

**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 during the plan update, 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.

**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 the public to provide new information and articulate priorities.

**Policy 2:** SKATS will help the public 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 equitable 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 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 public, 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 the public should be selected based on ease of access, quality of information conveyance, and the public's convenience, including email, websites, news media, social media,

virtual meetings, 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 will 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. SKATS staff or their designated representative(s) will be available to provide general and project-specific information to the public at their offices, and to community group meetings or events with reasonable notice.

**Policy 4:** SKATS will share with and encourage jurisdictions 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 person.*

**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 the public 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.

**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 the public, 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 the public, 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 the public, 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 will acknowledge the public participation work obtained through local transportation planning processes conducted by other jurisdictions and agencies.

**Policy 3:** SKATS will use the PPP in addition to the Consultation process to notify and invite participation of The Confederated Tribes of the Grand Ronde Community in Oregon, the Confederated Tribes of the Siletz Indians of Oregon, and Federal Lands Management agencies at the onset of the RTSP, TIP, or other major planning activities.

## Tools for Public Participation

Insights from the Covid Pandemic:

In March of 2020 -- at the beginning of the pandemic lock down -- the Fiscal Year 2021-26 Transportation Improvement Plan was posed to open its public comment period. SKATS staff quickly developed an online Open House feature that included an overview of the programs, a map of proposed projects and an interactive comment feature. It was shared online via email and Facebook and successfully received 59 comments. Additionally, Policy Committee and Technical Advisory Committee meetings moved to an online format, with public meeting links. Since then, staff has continued to evaluate tools and features that are more conducive to easy virtual public involvement with the intent to regularly utilize them.

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 share information about plans and the planning process and communicate to the public about current work and events conducted within SKATS. All of SKATS public 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 in the website's map gallery.

**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, Keizer Times, Salem Reporter, Capitol Community Media, 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 staff, city and county staff, and community members who have signed up to receive information. 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 fourth Tuesday starting at 12:00 pm, and the Technical Advisory Committee traditionally meets the second Tuesday starting at 1:30 pm, both at the MWVCOG offices, as appropriate. Meeting cancellation 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. Since March 2020, both committees have meet virtually via the Zoom platform, with the meeting link included in the posted agenda. It is anticipated that going forward there will always be an option to join the meeting online, even if returning to an in-person format.

**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, the recommendations about goals, policies, and projects, and to invite public comment and feedback. Open houses are informal in nature with MPO staff available, they may be held in person and/or in concert with an online virtual environment. 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 as needed. Public hearings are formal in structure and allow for public comment in person or in written form. 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. The MWVCOG Annual Report summarizes the MPO's activities, including major public involvement activities.

**Civic or Community Meetings:** Depending on availability or scheduling, staff attends 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 (see the policies in Goal 5) 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. The RTSP includes a multi-modal list of 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. An environmental justice analysis of proposed projects is conducted with each plan development. A full update to the RTSP is required every four years (by federal statute and regulations). Amendments are occasionally made between updates as new projects, funding or programs arise. An Air Quality Conformity Determination is required because the SKATS area is classified by the federal Environmental Protection Agency 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 activities described in the previous section of 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 its associated Air Quality Conformity Determination)** is developed in order to program the near-term (four-year) allocation of Federal and State transportation funds to a list of multimodal projects and transportation programs within the SKATS region. Normally updated every three years, the TIP establishes the schedule (i.e., fiscal year(s)) and funding amounts and sources for the near-term (4 years, plus 2 illustrative years) implementation of projects or project phases. Projects and programs in the TIP should be either included or consistent with the adopted 20-year Regional Transportation Systems Plan (RTSP). An environmental justice analysis of proposed projects is conducted with each plan update. The first four years of the new TIP are incorporated in the Oregon Statewide Transportation Improvement Program (STIP).

Due to the nature of transportation project development, additions or modifications to ODOT projects, or changes in available funding, modifications to the TIP must be made by the SKATS Policy Committee. Established procedures for modifying the TIP are spelled out in the TIP Management Process section of the adopted TIP,

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 (see next paragraph for the two types)**. 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 outreach, but still require Policy Committee Action. **TIP Administrative Modifications** are minor revisions to the TIP, for example slipping a project phase from one year to the next, and do not require a public comment period or Policy Committee action. Administrative Modifications made by SKATS staff 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**, no public hearing is held unless specifically requested by the Policy Committee. 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, during the fiscal year (which runs July 1 – June 30). This includes updates or amendments of the two major planning documents (i.e., the RTSP and TIP), planning studies (such as facility studies or transit studies), technical work (such as traffic modeling and forecasting or facility inventories) and interagency coordination with ODOT and the local jurisdictions/districts in the region. 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 draft UPWP is provided for review and modification at the TAC and Policy Committee meetings (which are open to the public), adopted by the Policy Committee (usually in April preceding the next fiscal year that begins in July) and is posted on the MWVCOG website. The UPWP 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.

The PPP is updated every four years. 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, surveys of the public about how they would prefer to be informed about transportation planning at SKATS and notices to interested parties asking them to provide comments. Drafts of the PPP update is provided to the TAC and Policy Committee for their review, discussion and modifications. The Final PPP is adopted at by the Policy Committee at one of their public meetings, with a report on outreach activities and comments collected during the 45-day public comment period.

## Public Participation Components

The specific components identified below are 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) requirements of the applicable Federal regulations of the MPO's work program.

For this update, a public survey<sup>1</sup> was conducted to evaluate outreach effectiveness and ask for improvement. Overall, the survey feedback confirmed that the approaches used by SKATS match what the public is requesting and expecting. The majority of suggestions to improve outreach (examples included: emails, websites, Facebook, neighborhood associations, local press, public meetings, etc.) are currently already part of the tool set included in this document. Staff will continue to look for improvements in outreach as well as the frequency of communication to promote the visibility of programs.

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 for public transit purposes. The public participation requirements<sup>2</sup> 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

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<sup>1</sup> The survey had 80 respondents, and was promoted through SKATS' Interested parties email list, Facebook postings, and COG Connections newsletter. The full survey results are included in Appendix B of this document.

<sup>2</sup> 49 U.S.C. Chapter 53, Federal Transit Laws.



- 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: MWVCOG 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, TIP, TIP Full Amendment (A), and AQCDs.
- f) The Policy Committee will adopt the PPP and Unified Planning Work Program (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.**



- d) The minimum review period for an Air Quality Conformity Determination **shall be 30 days.**

## **Public Participation and Engagement Program**

To help facilitate public participation, SKATS shall develop a public engagement program for RTSP and TIP updates, corresponding with their 4-year and 3-year update cycle. This program of activities will be used in the kick-off, development, draft, and adoption milestones of both the RTSP and TIP (plus amendments, if any). A public engagement 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. Public engagement plans will also be developed for the updates of the SKATS PPP, and for other planning work as necessary. Public engagement plans will be available on the MWVCOG website and in SKATS offices.

In developing this program, SKATS staff, the Technical Advisory Committee and the 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 members of the public 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 available on the MWVCOG website
- c) One or more “open houses” for the public to review drafts of the RTSP and TIP, held in person or virtually.
- d) A series of focused workshops held in person or virtually.
- 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 COG Connections</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 included in committee packets, which are available MWVCOG 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; provide public comments and response to Policy Committee</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 determine if changes are needed based on the public comments received.

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 COG Connections</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 included in committee packets, which are available MWVCOG 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.

<b>Program</b>	<b>Outreach</b>	<b>Public Input Opportunities</b>	<b>Notice</b>	<b>Review Period</b>	<b>Notes</b>
<b>Transportation Improvement Plan (TIP) - Adoption</b>	<ul style="list-style-type: none"> <li>Respond to public comments; provide public comments and response to Policy Committee</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 determine if changes are needed based on the public comments received.
<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.

<b>Program</b>	<b>Outreach</b>	<b>Public Input Opportunities</b>	<b>Notice</b>	<b>Review Period</b>	<b>Notes</b>
<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>	Draft versions of the UPWP included in the TAC and PC agendas, which are on the MWVCOG website	Attend TAC or PC meetings -public comment time on PC agenda	TAC and PC meetings are noticed on the MWVCOG 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. Goal 1, Objective 2 of this PPP states that SKATS will seek 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> <li>•Promote access and information about public hearing participation</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>

Outreach Tool	Evaluation Criteria	Objective	Methods to Meet Objective
<b>Public Comment period</b>	Number of comments received (from all methods: email, written, webmap, comment card, personal contact and phone call)	<p>Receive comments (from various methods) that represent a range of interests in the region.</p> <p>Increase opportunities for the public to learn about transportation planning plans and projects and opportunities to give comments.</p>	<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 to the public, groups, and organizations to increase their awareness</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 A: Public Comment Summary and Outreach

The following comments were received from six individuals during the public comment period, and all were given to the Policy Committee for their consideration at the November 23, 2021 meeting.

With regard to the comment from Paul Kylo, staff gave background information about outreach efforts to the Spanish speaking community, as well as the use of bi-lingual materials and press releases (English and Spanish). Nick Fortey attended the meeting and elaborated on his written comment during the public comment period of the meeting. The Policy committee members discussed Mr. Fortey's suggestions and agreed to add language to Goal 3, Objective 1, Policy 3 that would reflect staff's availability to provide project and plan information to the public and to community groups and meetings.

**1) From:** paul kylo <[paulkylo@yahoo.com](mailto:paulkylo@yahoo.com)>  
**Sent:** Wednesday, September 29, 2021 4:41 PM  
**To:** Sapunar, Kimberley <[KSapunar@mwvcog.org](mailto:KSapunar@mwvcog.org)>  
**Subject:** Plan  
Kim:

I think the Public Participation Plan looks good in English, how does it look in Spanish? Will the out reach be multilingual? Salem-Keizer are a minority majority community now and the traditional out reach mechanisms mentioned all seem to cater to the white minority input.

Paul Kylo

**From:** Sapunar, Kimberley  
**Sent:** Thursday, September 30, 2021 7:55 AM  
**To:** paul kylo <[paulkylo@yahoo.com](mailto:paulkylo@yahoo.com)>  
**Subject:** RE: Plan

Hi Paul,

Thank you very much for your comment, I appreciate the feedback and insight. I will forward your comment to the Policy Committee

Thank you,  
Kim Sapunar

**2) From:** Gwen Carr <[gwencarr2002@yahoo.com](mailto:gwencarr2002@yahoo.com)>  
**Sent:** Thursday, September 30, 2021 12:14 PM  
**To:** Sapunar, Kimberley <[KSapunar@mwvcog.org](mailto:KSapunar@mwvcog.org)>  
**Subject:** Skats

Thank you for e-mailing me information about Skats. Before this email I new nothing about this. I really am impressed at the transparency and the encouragement for public participation that we have here in Keizer.

Gwen Carr  
[gwencarr2002@yahoo.com](mailto:gwencarr2002@yahoo.com)

~-----~

**From:** Sapunar, Kimberley  
**Sent:** Thursday, September 30, 2021 1:57 PM  
**To:** Gwen Carr <gwencarr2002@yahoo.com>  
**Subject:** RE: Skats

Thank you for your feedback. Feel free to contact me with any questions or concerns, I'm always happy to answer questions.

Sincerely,  
Kim Sapunar

### 3) Comments on MWVCOG Facebook page.



**4) From:** Nick Fortey <[fortey.nick@gmail.com](mailto:fortey.nick@gmail.com)>  
**Sent:** Thursday, November 18, 2021 3:10 PM  
**To:** MWVCOG <[MWVCOG@MWVCOG.ORG](mailto:MWVCOG@MWVCOG.ORG)>; Sapunar, Kimberley <[KSapunar@mwvcog.org](mailto:KSapunar@mwvcog.org)>  
**Subject:** Comments on public involvement plan

Kim,

The Salem-Keizer Area Transportation Study recently completed a draft Public Participation Plan for the Regional Transportation Planning Process in the Salem-Keizer Metropolitan Planning Area and asked for comments through November 18. The West Salem Neighborhood Association is pleased to offer comments on this important document. We believe that continual, constructive, and creative dialogue is essential to creating a transportation system that works for everyone.

## Comments

1. On page 6, Policy 3 (related to Goal 3) states “SKATS will 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.”

We would ask, given the importance of early and complete access to information, that SKATS make a more proactive and complete policy and attendant action (we do note that staff have been responsive to neighborhood information and outreach requests in the past but believe that should be directly included in the language) as noted in the proposed language below:

**SKATS will make all publications and work products available electronically to the public via the internet through the SKATS website and in hardcopy available at the SKATS office. SKATS staff will be available to provide general and project-specific information at their offices to the public, and available after hours at the request of the community groups with reasonable notice.**

2. Pages 8 and 9 list potential outreach tools with the following listed: website, press releases, notice to interested parties, Policy Committee and Technical Advisory Committee meetings, open houses, public hearings, brochures, and civic or community meetings. We would strongly urge SKATS to consider less traditional tools of public involvement to encourage and facilitate involvement and are not bound by constraints on an individual’s time, transportation ability, or other factors and thus request this specific additional language:

**Use community surveys and community panels to provide opportunities to deliver and receive timely messaging about transportation issues and trends and to provide an opportunity, in the case of panels, for continual engagement with community members from a variety of backgrounds to more broadly ensure voices are heard throughout the transportation planning process. Use crowd-sourcing to collect the creative thoughts of online users to generate ideas about the transportation system. Formally establish (reference page 15) a public advisory committee to provide advice, input, and review of techniques, products, and results of the public involvement process.**

Thank you for the opportunity to provide comments

Nick Fortey, West Salem Neighborhood Transportation and Infrastructure Chair

**From:** Sapunar, Kimberley  
**Sent:** Thursday, November 18, 2021 3:23 PM  
**To:** Nick Fortey <fortey.nick@gmail.com>  
**Subject:** RE: Comments on public involvement plan

Dear Mr. Fortey,

Thank you very much for your comments and feedback on the draft Public Participation Plan. Your comments will be added to the record and given to the Policy Committee at their next meeting November 23<sup>rd</sup>, at noon, when they discuss and review the draft document.

Thank you,  
Kim

5) -----Original Message-----  
From: Mike Hughes <[hughes.m@comcast.net](mailto:hughes.m@comcast.net)>  
Sent: Thursday, November 18, 2021 11:40 AM  
To: Moore, Lori <[lomoore@mwvcog.org](mailto:lomoore@mwvcog.org)>  
Subject: Join mailing list

External: Please report suspicious email to [security@wesd.org](mailto:security@wesd.org)<<mailto:security@wesd.org>>

The update to the Public Participation Plan looks good if it is actually implemented. SKATS has always seemed to have had a pretty low profile and most people don't know what it is, what it does or that it even exists. Please add me to your mailing list for notifications.

~-----~

Hello Mr. Hughes,

Thank you for your comment regarding the Public Participation Plan. Your comments will be added to the record and given to the Policy Committee at their next meeting November 23<sup>rd</sup>, at noon, when they discuss and review the draft document.

Thank you for your feedback,  
Kim

6) November 22, 2021

Phone call from Joan Lloyd, who received the post card in the mail.

In our discussion, she asked if sidewalks could be included as projects in the upcoming TIP. We discussed project types and funding. As part of the NE Neighborhood association, she

would reach out to the city of Salem about her requests. She is familiar with Julie Warnke and I explained that she was part of the TAC and could also answer her questions from the city's standpoint.

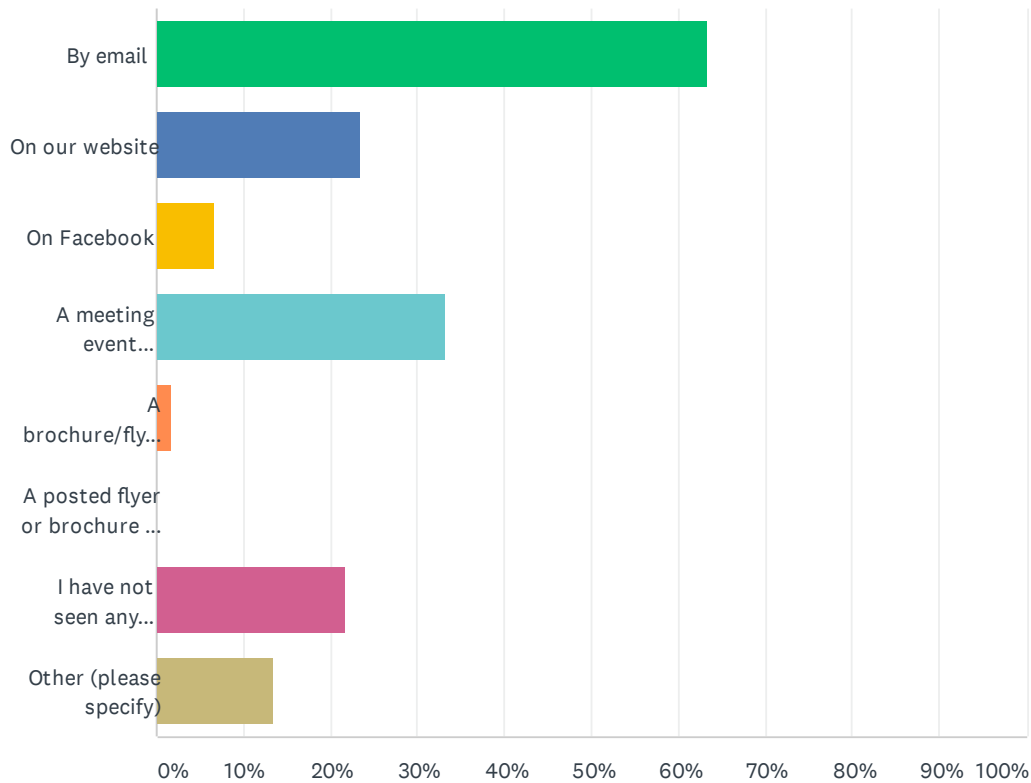
## Summary of Outreach Activities:

<b>Date</b>	<b>Action</b>
6/8/2021	Shared Public Engagement Plan with the TAC
6/22/2021	Shared Public Engagement Plan with the PC
6/16/2021	Update MWVCOG website, as feature cause
6/16/2021	Email to interested parties
6/16/2021	Posted on Facebook
6/28/2021	COG Connections
7/13/2021	TAC meeting, shared draft changes to Goals, Objectives and Policies
7/27/2021	PC meeting, shared draft changes to Goals, Objectives and Policies
8/3/2021	Survey launched, email to interested parties
8/3/2021	Survey launched, posted on Facebook
8/3/2021	Survey launched, posted on MWVCOG website
8/10/2021	Survey launched, included in COG Connections
8/10/2021	Survey link sent to TAC members, and at TAC meeting
8/24/2021	Re-sent survey link to interested parties email list
8/24/2021	Re-posted survey link on Facebook
9/14/2021	TAC meeting, draft copy for review, and full survey results (80 responses)
	<b>Public Comment Period</b>
9/28/2021	PC meeting, draft copy for review, full survey results (80 responses), release for Public Comment
9/29/2021	Press releases in English and Spanish to media list
9/29/2021	Email interested parties list with link to document
9/29/2021	City of Salem, Neighborhood association mailing list
9/29/2021	update website, and posted Draft document
9/29/2021	Facebook posting
10/4/2021	COG connections via mailchimp
10/4/2021	City of Keizer, by Deputy Recorder (email distribution)
10/7/2021	Mailing card sent to 337 addresses (bi-lingual English/Spanish post card)
10/18/2021	COG connections via mailchimp
10/28/2021	Second email notice to interested parties list
10/28/2021	Repost on Facebook
10/28/2021	Updated website - with PC meeting information
10/28/2021	Spoke with Keizer Times reporter
11/15/2021	COG connections with notice of final PC meeting

## Appendix B: Summary of Online Survey (8/3/21 to 8/27/21)

# Q1 I've seen information about or heard of SKATS for regional transportation planning. (check all that apply)

Answered: 60 Skipped: 20



ANSWER CHOICES	RESPONSES	
By email	63.33%	38
On our website	23.33%	14
On Facebook	6.67%	4
A meeting event (neighborhood association, etc.)	33.33%	20
A brochure/flyer mailed to me	1.67%	1
A posted flyer or brochure at a store front or other location	0.00%	0
I have not seen any information	21.67%	13
Other (please specify)	13.33%	8
Total Respondents: 60		

#	OTHER (PLEASE SPECIFY)	DATE
1	Forwarded by another person	8/27/2021 5:19 AM
2	Breakfast on bikes blog	8/25/2021 1:12 PM
3	This survey was forwarded to me on 8/25	8/25/2021 8:13 AM

Public Participation Input

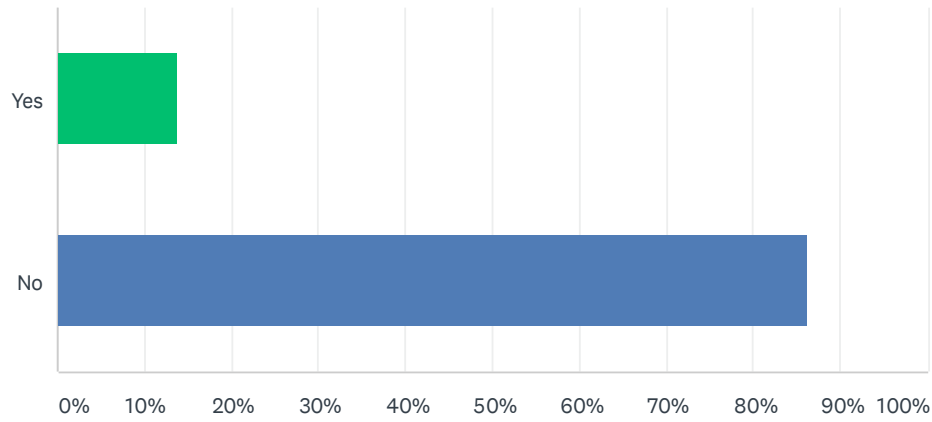
SurveyMonkey

4	Participated in meetings	8/24/2021 10:09 PM
5	meetings at COG office	8/24/2021 8:35 AM
6	I was previously on the SKATS committee.	8/12/2021 1:56 PM
7	MVCOG Newsletter	8/10/2021 4:37 PM
8	Former County Administrator	8/4/2021 8:17 AM



## Q2 I've seen SKATS information provided in Spanish.

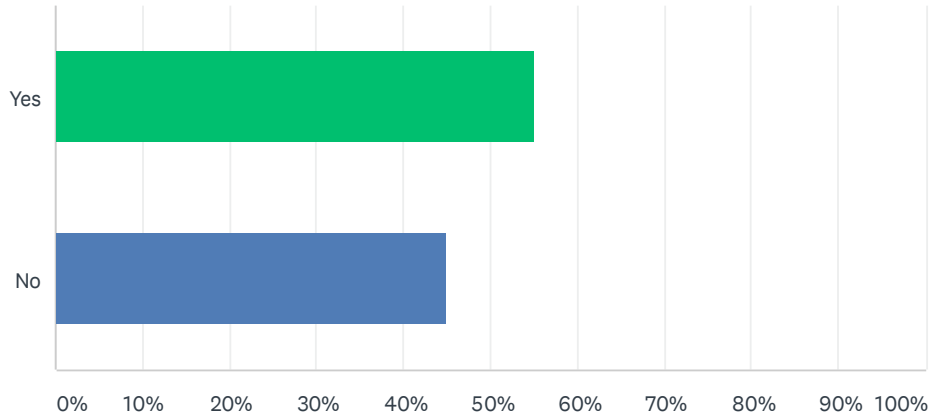
Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	13.75% 11
No	86.25% 69
TOTAL	80

### Q3 I have provided feedback to SKATS before on a transportation topic.

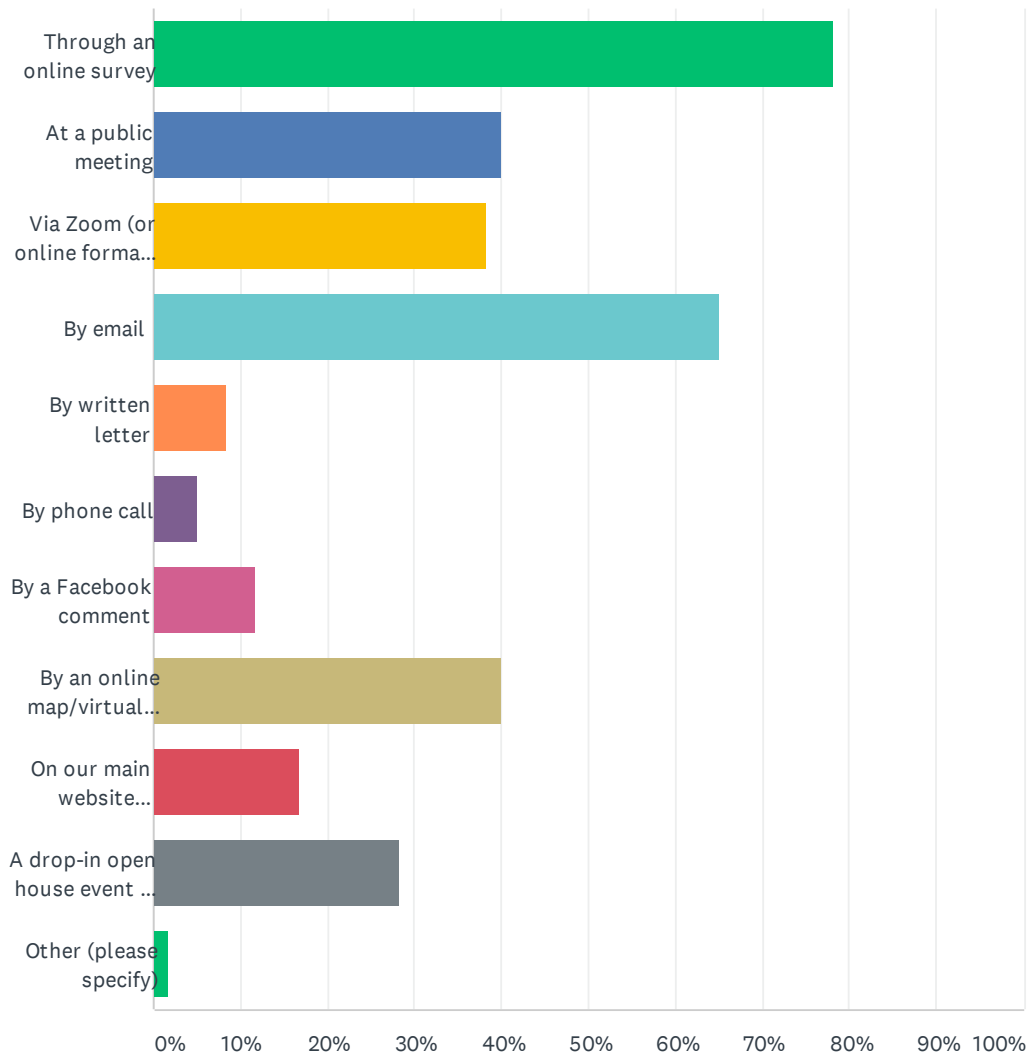
Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	55.00% 44
No	45.00% 36
TOTAL	80

### Q4 Ways I would prefer to provide comment/feedback on transportation plans, projects, and studies (check your top four4 choices ):

Answered: 60 Skipped: 20

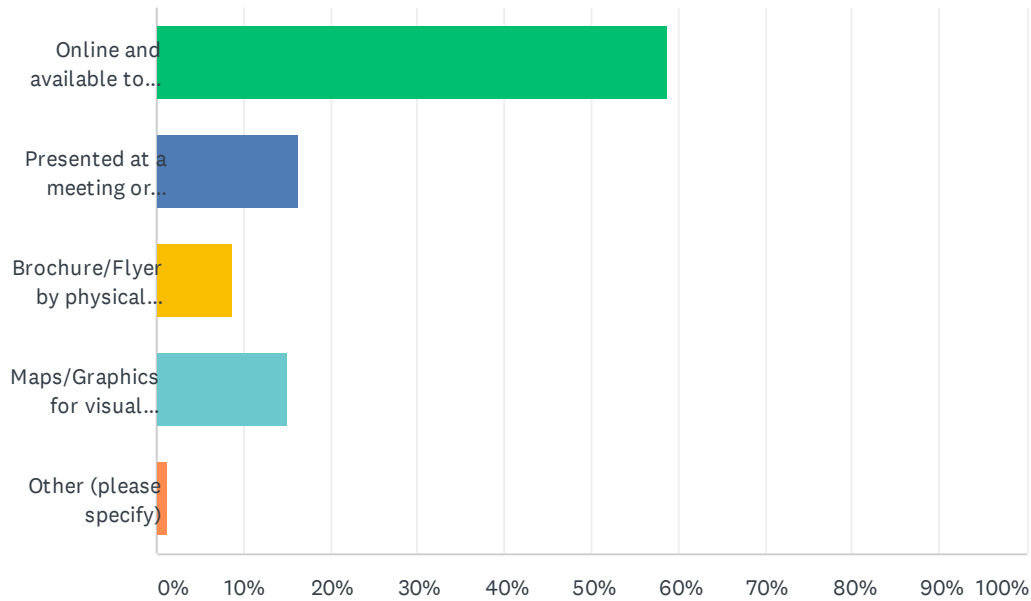


ANSWER CHOICES	RESPONSES	
Through an online survey	78.33%	47
At a public meeting	40.00%	24
Via Zoom (or online format) at a public meeting	38.33%	23
By email	65.00%	39
By written letter	8.33%	5
By phone call	5.00%	3
By a Facebook comment	11.67%	7
By an online map/virtual open house link or website	40.00%	24
On our main website directly with a contact form	16.67%	10
A drop-in open house event for the public	28.33%	17
Other (please specify)	1.67%	1
Total Respondents: 60		

#	OTHER (PLEASE SPECIFY)	DATE
1	Establish a FAQ info page on projects , needed projects or an "idea" page on your website with Direct correspondence/comments via e mail to project staff	8/5/2021 8:39 PM

# Q5 How would you prefer to have detailed information presented to you?

Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES
Online and available to download	58.75% 47
Presented at a meeting or event	16.25% 13
Brochure/Flyer by physical mail or email	8.75% 7
Maps/Graphics for visual display of information	15.00% 12
Other (please specify)	1.25% 1
<b>TOTAL</b>	<b>80</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Email with hotlinks	8/3/2021 3:04 PM

## Q6 SKATS is always looking for new ways to get out information, where do you suggest we post information or make it available so more people will be able to see it?

Answered: 49 Skipped: 31

#	RESPONSES	DATE
1	Send to city neighborhood associations and schools	8/27/2021 5:19 AM
2	Collaborate with the local news: newspaper (e.g., Statesman Journal), news websites (e.g., Salem Reporter), radio (e.g., KMUZ)	8/26/2021 11:15 AM
3	Through trusted neighborhood contacts--developing this network would be a benefit to getting the message out and dealing with Environmental Justice issues	8/25/2021 9:58 AM
4	Go to grocery stores, Walmarts, and other places people regularly go, and do outreach there. Meet people where they are instead of expecting them to find you.	8/25/2021 8:13 AM
5	Post on buses, team with DMV to get it included in license renewal notices, etc., hand it out at gas pumps	8/24/2021 10:17 PM
6	Neighborhood Association meetings, newsletters, in DMV OFFICES,	8/24/2021 10:09 PM
7	Nextdoor to reach out to affected neighborhoods. Consider notifying folks through those obnoxious digital signs on Front/Trade and on Wallace Road.	8/24/2021 9:34 PM
8	Facebook And presentations to Neighborhood Associations	8/24/2021 9:20 PM
9	Facebook	8/24/2021 4:24 PM
10	Buses and bus stops Local newspapers	8/24/2021 2:00 PM
11	Facebook	8/24/2021 1:54 PM
12	cross post on City of Salem website	8/24/2021 1:38 PM
13	On line sites with outreach via email.	8/24/2021 12:52 PM
14	Send it through the City of Salem communications. They have a robust social media, email list, and website presence.	8/24/2021 12:22 PM
15	Online and through Public meetings	8/24/2021 11:10 AM
16	Email, TV add	8/24/2021 10:35 AM
17	n/a	8/24/2021 10:29 AM
18	other languages is important and churches are a good resource to spread the news	8/24/2021 9:20 AM
19	Emailed links to your website work best for me.	8/24/2021 9:09 AM
20	COG website, Email blasts	8/24/2021 8:35 AM
21	social media (in graphics & easily digestible formats - not just a jumble of text)	8/24/2021 8:28 AM
22	Sorry new to Salem, but just bought a place In Jefferson...	8/24/2021 8:14 AM
23	Have short emails with short descriptions of topics with links to more detailed information on your website. Collaborate with local news outlets, like the Salem Reporter.	8/10/2021 7:40 PM
24	Statesman Journal, Keizer Times, included with Power Bills	8/10/2021 4:37 PM
25	Social media	8/9/2021 10:05 AM
26	Partner with other local jurisdictions and transportation providers to use their email and social media channels to get the word out about your updates.	8/9/2021 9:57 AM

## Public Participation Input

SurveyMonkey

27	FaceBook, City dispatches by email	8/8/2021 11:45 AM
28	Send notices to neighborhood associations- post open house or public meeting notices at library branches, grocery stores and in the salem reporter or statesman journal.	8/5/2021 8:39 PM
29	The newspaper	8/4/2021 5:05 PM
30	AT BUS STOPS AND ON BUSSES.	8/4/2021 2:53 PM
31	?	8/4/2021 2:29 PM
32	Get it into free e-newsletters from various community services like the library, Chemeketa CC, Travel Oregon, news feeds, salem hospital, food bank, parks, churches	8/4/2021 10:36 AM
33	More postings/flyers in local businesses. Community boards. Neighborhood Association meetings.	8/4/2021 10:27 AM
34	Salem Reporter, Salem blogs, Twitter	8/4/2021 9:11 AM
35	Next Door - the community app for cities and neighborhoods and of course the SKATS website, email and Facebook.	8/4/2021 8:30 AM
36	Neighborhood Associations	8/3/2021 8:57 PM
37	Community newsletters, local newspapers, Facebook	8/3/2021 6:28 PM
38	Post it on all public city, county, and school Facebook, and e-mail lists.	8/3/2021 6:23 PM
39	Neighborhood association meetings	8/3/2021 5:20 PM
40	neighborhood Associations. on line(email)	8/3/2021 4:07 PM
41	Email	8/3/2021 3:35 PM
42	Public news media	8/3/2021 3:27 PM
43	Newspaper	8/3/2021 3:21 PM
44	?	8/3/2021 3:04 PM
45	Website, email, Facebook	8/3/2021 2:56 PM
46	Dedicated website	8/3/2021 2:55 PM
47	email and surveys	8/3/2021 2:49 PM
48	Web site, Facebook	8/3/2021 2:49 PM
49	Online	8/3/2021 2:46 PM

## Q7 Home zip code is:

Answered: 80 Skipped: 0

#	RESPONSES	DATE
1	97301	8/27/2021 5:19 AM
2	97301	8/26/2021 11:15 AM
3	97301	8/25/2021 1:12 PM
4	97304	8/25/2021 10:06 AM
5	97304	8/25/2021 9:58 AM
6	97301	8/25/2021 8:13 AM
7	97302	8/24/2021 10:17 PM
8	97303	8/24/2021 10:09 PM
9	97302	8/24/2021 9:49 PM
10	97304	8/24/2021 9:34 PM
11	97304	8/24/2021 9:20 PM
12	97303	8/24/2021 6:14 PM
13	97304	8/24/2021 4:59 PM
14	97301	8/24/2021 4:24 PM
15	97361	8/24/2021 4:13 PM
16	97301	8/24/2021 2:00 PM
17	97304	8/24/2021 1:54 PM
18	97304	8/24/2021 1:38 PM
19	97304	8/24/2021 12:52 PM
20	97301	8/24/2021 12:22 PM
21	97304	8/24/2021 12:17 PM
22	97301	8/24/2021 11:54 AM
23	97302	8/24/2021 11:51 AM
24	97301	8/24/2021 11:46 AM
25	97301	8/24/2021 11:10 AM
26	97371	8/24/2021 10:58 AM
27	97305	8/24/2021 10:49 AM
28	97306	8/24/2021 10:35 AM
29	97007	8/24/2021 10:29 AM
30	97301	8/24/2021 9:22 AM
31	97305	8/24/2021 9:20 AM
32	97212	8/24/2021 9:09 AM
33	97301	8/24/2021 8:53 AM



## Public Participation Input

## SurveyMonkey

34	97080	8/24/2021 8:35 AM
35	97304	8/24/2021 8:34 AM
36	97302	8/24/2021 8:28 AM
37	97352	8/24/2021 8:14 AM
38	97301	8/24/2021 8:13 AM
39	97303	8/18/2021 8:17 AM
40	97302	8/12/2021 4:06 PM
41	97303	8/12/2021 1:56 PM
42	97301	8/10/2021 7:40 PM
43	97305=2131	8/10/2021 4:37 PM
44	97303	8/9/2021 10:05 AM
45	97301	8/9/2021 9:57 AM
46	97301	8/8/2021 11:45 AM
47	97304	8/6/2021 2:33 PM
48	97302	8/5/2021 8:39 PM
49	97302	8/5/2021 9:39 AM
50	97301	8/5/2021 3:48 AM
51	97321	8/4/2021 7:10 PM
52	97301	8/4/2021 5:05 PM
53	97302	8/4/2021 3:57 PM
54	97302	8/4/2021 2:53 PM
55	97302	8/4/2021 2:29 PM
56	97304	8/4/2021 10:36 AM
57	97301	8/4/2021 10:27 AM
58	97301	8/4/2021 9:11 AM
59	97306	8/4/2021 8:30 AM
60	97302	8/4/2021 8:17 AM
61	97301	8/4/2021 6:32 AM
62	97302	8/3/2021 8:57 PM
63	97303	8/3/2021 7:39 PM
64	97304	8/3/2021 7:16 PM
65	97361	8/3/2021 6:28 PM
66	97303	8/3/2021 6:23 PM
67	97302	8/3/2021 6:13 PM
68	97303	8/3/2021 5:29 PM
69	97306	8/3/2021 5:20 PM
70	97303	8/3/2021 5:01 PM
71	97302	8/3/2021 4:07 PM

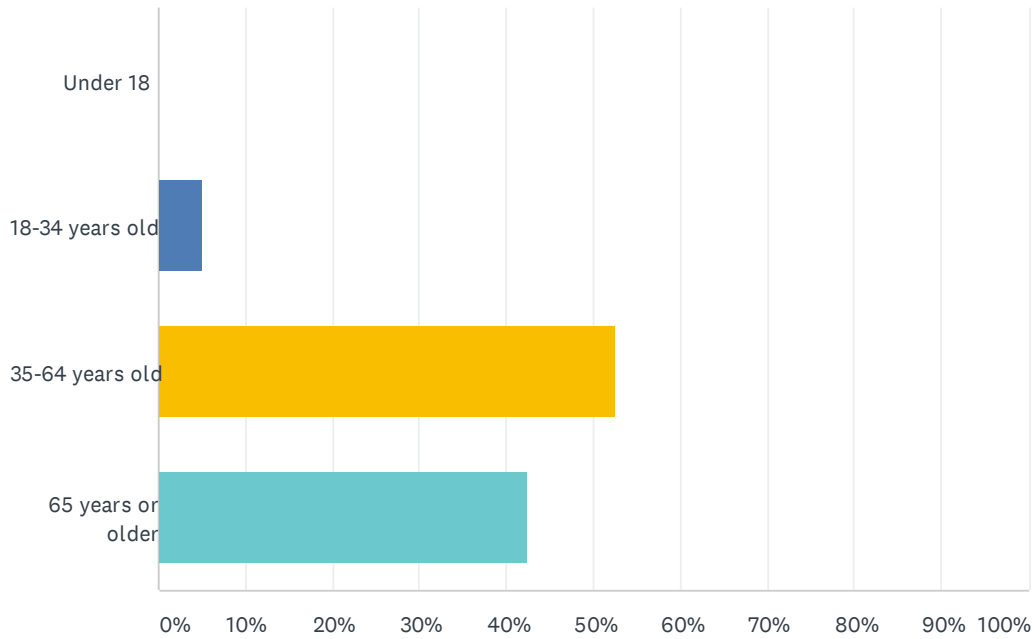
Public Participation Input

SurveyMonkey

72	97304	8/3/2021 3:35 PM
73	97317	8/3/2021 3:27 PM
74	97301	8/3/2021 3:21 PM
75	97302	8/3/2021 3:04 PM
76	97306	8/3/2021 2:56 PM
77	97303	8/3/2021 2:55 PM
78	97306	8/3/2021 2:49 PM
79	97375	8/3/2021 2:49 PM
80	97303	8/3/2021 2:46 PM

### Q8 Age:

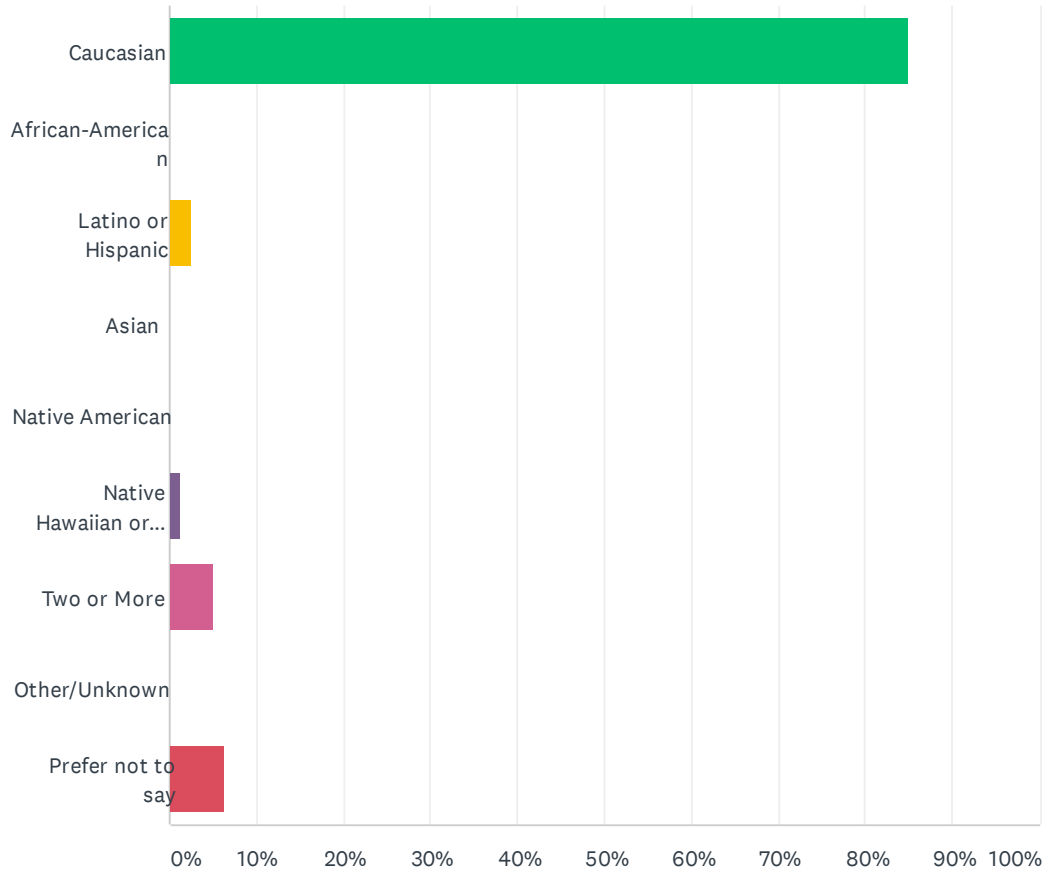
Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-34 years old	5.00%	4
35-64 years old	52.50%	42
65 years or older	42.50%	34
Total Respondents: 80		

### Q9 Please specify your ethnicity

Answered: 80 Skipped: 0



ANSWER CHOICES	RESPONSES	
Caucasian	85.00%	68
African-American	0.00%	0
Latino or Hispanic	2.50%	2
Asian	0.00%	0
Native American	0.00%	0
Native Hawaiian or Pacific Islander	1.25%	1
Two or More	5.00%	4
Other/Unknown	0.00%	0
Prefer not to say	6.25%	5
<b>TOTAL</b>		<b>80</b>



# SERVICE GUIDELINES **FOR BUS SERVICE**

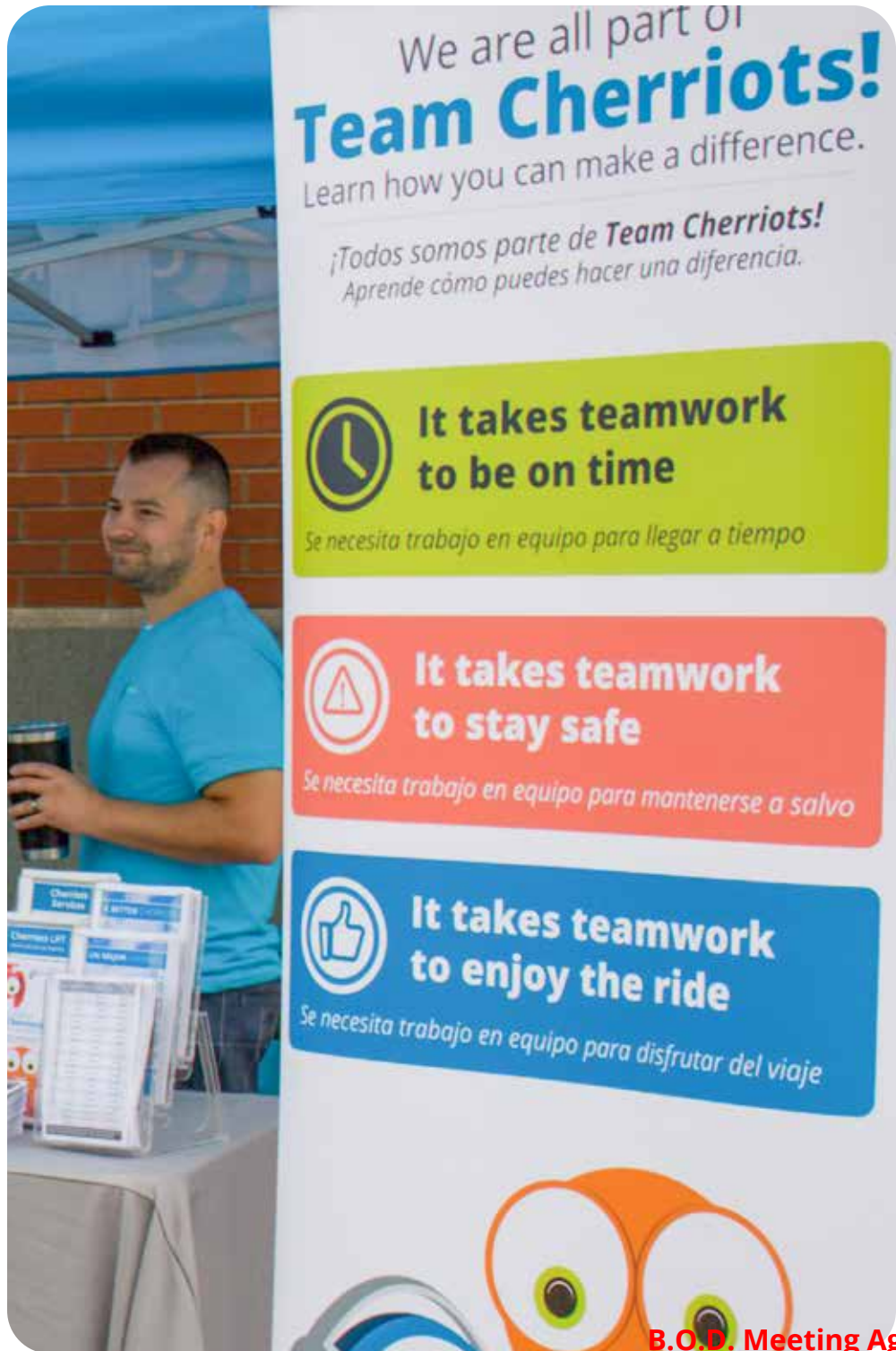
*2020 EDITION*

*AUG. 19, 2020*









# 6

## Public engagement

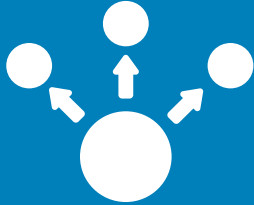
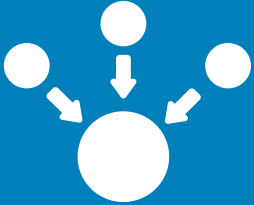
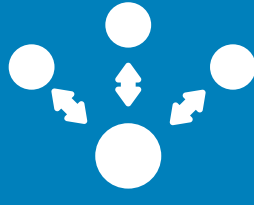
Once the service plan has been drafted, the next step is to bring that plan to the public for their input.

No matter how much thought and effort 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 benefit of the public engagement process is that it brings staff multiple perspectives on how the draft plan will impact real people. If done well, the process will identify and eliminate any significant issues with the plan. The end result should be a stronger plan that the public can support.

# 6.1 Levels of engagement

It is important to be up front with the public about what their role will be in the service planning process so their expectations are grounded in reality. Cherriots staff will typically engage the public through a combination of three different types of engagement – inform, consult, and involve. Below is a chart showing the goal and promise behind each of these three types of engagement, as defined by the International Association of Public Participation (IAP2).

	INFORM	CONSULT	INVOLVE
			
GOAL	To provide balance and objective information in a timely manner	To obtain feedback on analysis, issues, alternatives, and decisions	To work with the public to make sure concerns and aspirations are considered and understood
PROMISE	<i>"We will keep you informed"</i>	<i>"We will listen to you and acknowledge your concerns"</i>	<i>"We will work with you to ensure your concerns and aspirations are directly reflected in the decisions made"</i>

Source: International Association of Public Participation (IAP2)



## 6.2 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, in accordance with the District's Language Assistance Plan.

### Survey form

In order to gather meaningful input about the plan, a short survey form will be developed by staff. 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 survey form will be developed in English and Spanish, in accordance with the Language Assistance Plan, and will be available in both a print and online version.



## 6.3 Audiences

During the public engagement period, there are multiple audiences with whom staff engages. Working with these audiences allows Cherriots staff to hear a variety of perspectives on the draft service plan.

### 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

Nonprofit 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 faith-based nonprofits.



### Government

Councils of government, counties, and city governments.



### Latino and other minority groups

Groups focused on promoting equity and inclusiveness, including business alliances, college officers, 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.



## 6.4 Committees and meetings

Cherriots may bring service plans to one internal and four external committees. These committees inform and consult on service proposals, and staff informs them of all finalized service changes. Staff 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 developments at Cherriots.

### Committees organized by Cherriots

#### Statewide Transportation Improvement Fund Advisory Committee *(STIFAC)*

The Cherriots Board of Directors formed the Statewide Transportation Improvement Fund Advisory Committee (“STIFAC”) pursuant to Oregon law for the purpose of advising and assisting the District in carrying out the purposes of the Statewide Transportation Improvement Fund (“STIF”). The STIF was created with the passage of House Bill 2017 in the 2017 Legislative Session.

The STIFAC will prioritize and recommend projects that will go to the Board of Directors for approval. The District is the designated Qualified Entity for STIF monies received for the public transportation service providers (PTSP) in Marion and Polk counties. The PTSPs include Cherriots Local, Cherriots Regional, Woodburn Transit, and Silverton’s Silver Trolley. The STIFAC may also advise the District regarding opportunities to coordinate STIF-funded projects with other local or regional transportation programs and services to improve transportation service delivery and reduce gaps in service.

#### 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 rider requests for changes to service, stops, and shelters. The team also reviews service plan drafts.



## Meetings attended in the community

### City of Salem/Cherriots Staff Meeting

A meeting between staff from the City of Salem and Cherriots with a focus on transportation infrastructure and policies. These meetings take place at least once a quarter.

### Community and Partners of East Salem

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

### Edgewater Partnership Meeting

Increases community connections, cultivates 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 programs organized by the Salem, Keizer, McMinnville, and Monmouth/Independence Chambers of Commerce.

### Keizer United

Builds and retains a stronger community for those who live, work, worship, and play in Keizer.

### Latino Business Alliance

Unites and strengthens the Latino business community.

### North Neighborhoods

Raises the voices, identifies priorities, develops plans, and engages resources to make a difference and advocate in Salem's north-central neighborhoods.

### Salem for Refugees

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

### Salem-Keizer Active Transportation Network

An informational hub for community-based organizations and public agencies in the region to share information on best practices and upcoming funding competitions, and to engage in increasing active transportation investments and policy.

### Salem-Keizer Collaborative

Partnering for change in education, educator preparation, and outcomes for Oregonians.

### Senior Lifestyles Meeting

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

### Senior Service Network

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 Dallas, Falls City, Independence-Monmouth, McMinnville, Perrydale, Salem-Keizer, Santiam Canyon, Stayton-Sublimity, Silverton, Turner, West Salem, and the West Valley (Grand Ronde).

### South Salem Connect

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

## 6.5 Engagement strategies

### 6.5.1 Public engagement strategies

Cherriots staff use a variety of strategies to engage the 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 the audience staff wishes to reach.

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-one fliers with details of the draft plan on the buses.



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. These are generally in-person events, but sometimes can be virtual meetings to increase accessibility.



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



On-board conversations



Information tables



Presentations



In person announcements

## 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.

## 6.5.2 Internal engagement strategies

Cherriots Planning staff also use various strategies to engage other Cherriots staff, especially frontline employees, during the public engagement period. The purpose of this process is to synthesize the themes of conversations staff have been having with riders and community members.

Strategies are split into three categories: promoting in staff gathering areas, using staff communication tools, and promoting through personal conversations.

### Promoting in staff gathering areas

Information about upcoming service changes, and requests for input are posted on monitors in staff breakrooms, memos posted to staff bulletin boards, and table tent announcements on break room tables.



Monitor ads



Memos



Table tent announcements

### Using staff communication tools

Communication tools include articles in the monthly newsletter, news on the staff intranet site, and staff email messages. Opportunities are given through these methods to respond and share what staff are hearing from riders and community members.



Newsletter articles



Intranet site



Staff emails

### Personal conversations

Various frontline staff may also be contacted directly and interviewed for their views on public opinions of the service and proposed changes.



Direct contact interviews



## 6.6 Finalizing the service plan

### Public engagement report

Once the engagement period has concluded, all input received will be considered by staff and the draft service plan will be modified to best address the ideas received.

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

## 6.7 Board consideration

For any service plan that includes a change classified as a major service change, both the service plan and the equity analysis need to be approved by the Cherrlots Board of Directors. If any of those major service changes result in a decrease in service, a public hearing is required. Staff must post a notice in local

### Equity analysis and final service plan

Once the service plan is modified, staff will update the equity analysis to ensure there are no new potential disparate impacts and disproportionate burdens. Adjustments to the service plan will be made in order to avoid any disparate impacts and disproportionate burdens.

The finalized service plan will be made available in both English and Spanish.

newspapers informing the public of the time and location of the hearing at least 30 days in advance. If the service plan is approved by the Board of Directors, the next step is for staff to begin the work necessary to successfully implement the new service.



## **Attachment F: 2022 Needs Assessment and Salem-Albany Corridor Feasibility Study Final Recommendation Report**

The following are copies of the SAMTD Needs Assessment, completed in 2022, and the Salem-Albany Corridor Feasibility Study Final Recommendation Report from 2021. These documents and the document in Attachment G cover the public outreach processes used since the last Title VI Program update in June, 2020.



# 2022 Needs Assessment Report

*JULY 2022*

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## 1. Introduction

As part of the biennial service planning process, Cherrits 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 Cherrits bus service, other Cherrits services, and public and private transportation services in the region meet all transit needs. For any transit needs determined to be unmet, Cherrits evaluates whether those needs can be met using current or future resources.

The last needs assessment was conducted in 2017. The subsequent assessment scheduled for 2019/2020 was placed on hold due to the COVID-19 pandemic. Therefore, it has been four years since the last needs assessment.

## 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 alternative services.

Once an unmet transit need is identified, staff will determine if it is reasonable for Cherrits 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 additional transit service would not fail to meet productivity and efficiency targets.
4. Excluding the first three years of operation, the additional transit 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, Cherrits will incorporate solutions to meet those needs into the biennial service plan development process. The biennial service planning process follows the Statewide Transportation Improvement Fund (STIF) biennial calendar, with major planning processes in even-numbered years and implementation in odd-numbered years.





## 2. Existing conditions

In this section are the current services Cherriots offers, as well as performance results from the Fiscal Year 2021 Annual Performance Report.

### 2.1 Cherriots services

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

#### 2.1.1 Cherriots Local

Local bus routes serve local streets in the Salem-Keizer area, providing service within the urban growth boundary on weekdays, Saturdays, and Sundays (Figure 2-1, 2-2 and 2-3).

### ***2.1.2 Cherriots Regional***

Regional express routes provide express bus service to help riders travel between cities in Marion and Polk counties. Additionally, Cherriots provides a deviated fixed-route service in Dallas, Monmouth, and Independence. (Figure 2-4 and 2-5).

### ***2.1.3 Cherriots LIFT***

Dial-a-ride paratransit service is provided to people with disabilities throughout the Salem-Keizer urban growth boundary. Riders must be found eligible to use Cherriots LIFT service in advance of scheduling a trip.

### ***2.1.4 Cherriots Shop and Ride***

A shopper shuttle and dial-a-ride service is provided for seniors and people with disabilities throughout the Salem-Keizer urban growth boundary. There is no formal eligibility process to use the service. (Note: The shopper shuttle service is currently suspended due to the COVID-19 pandemic.)

Figure 2-1. Current local bus route map weekdays

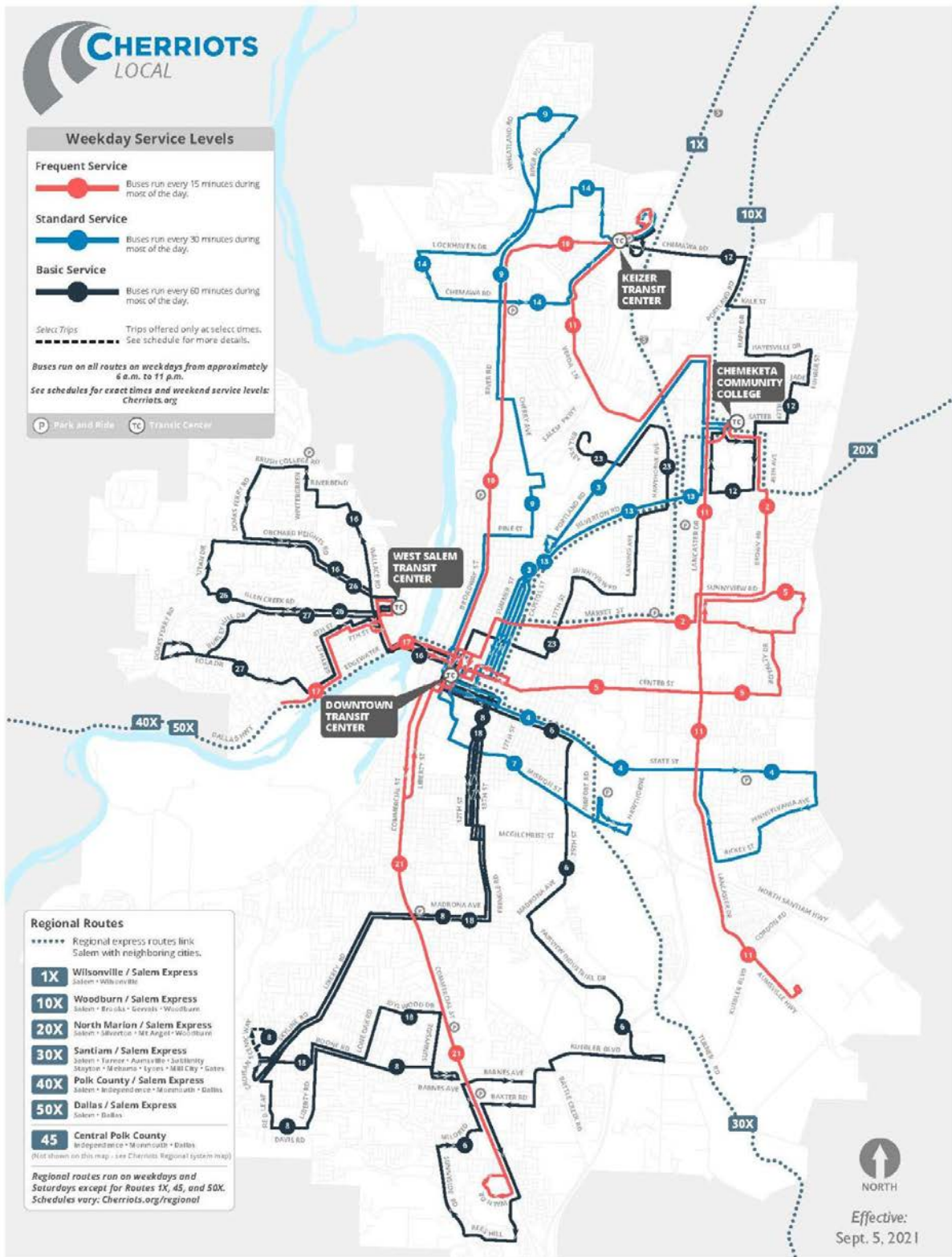
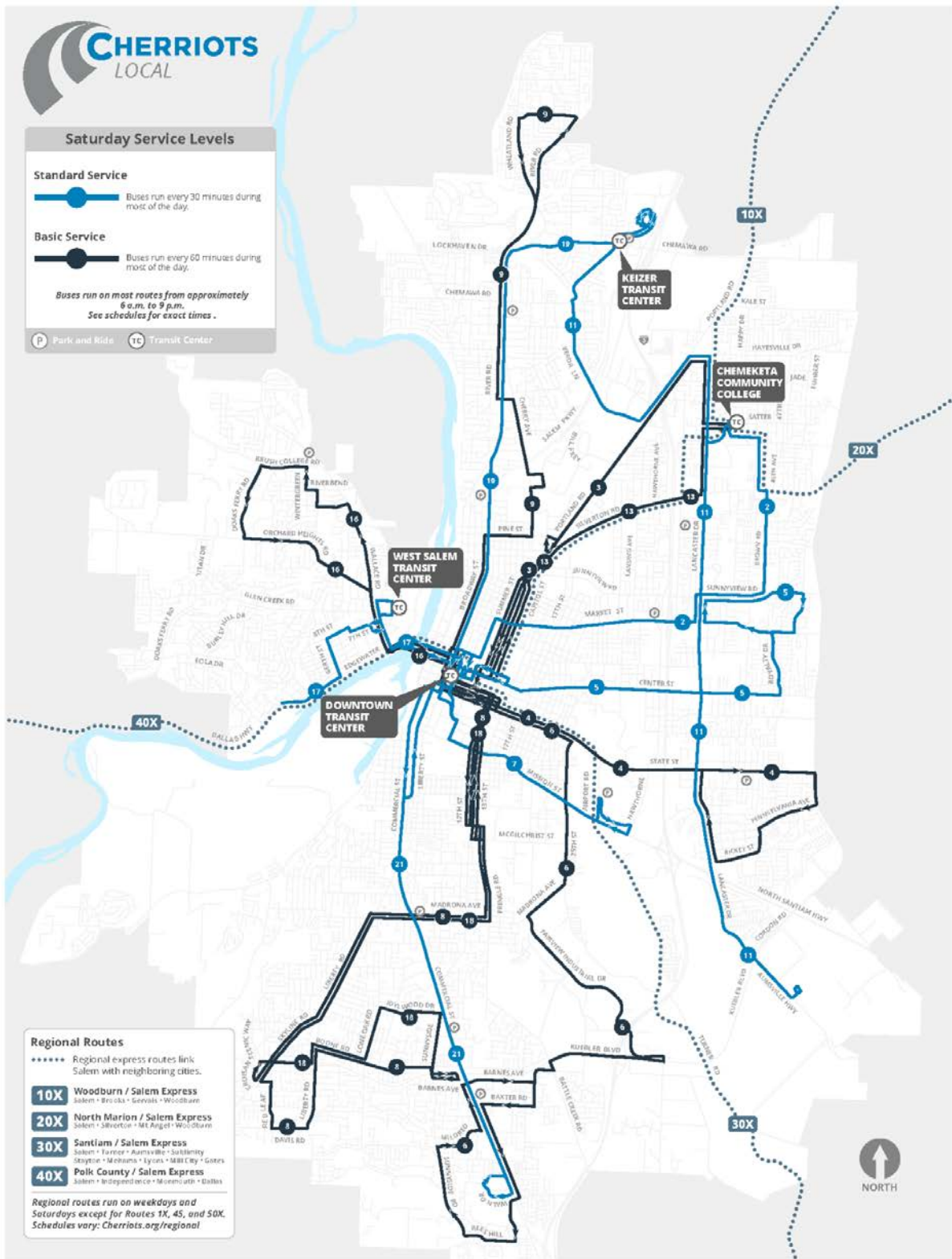




Figure 2-2. Current local bus route map Saturdays



**Figure 2-3.** Current local bus route map Sundays

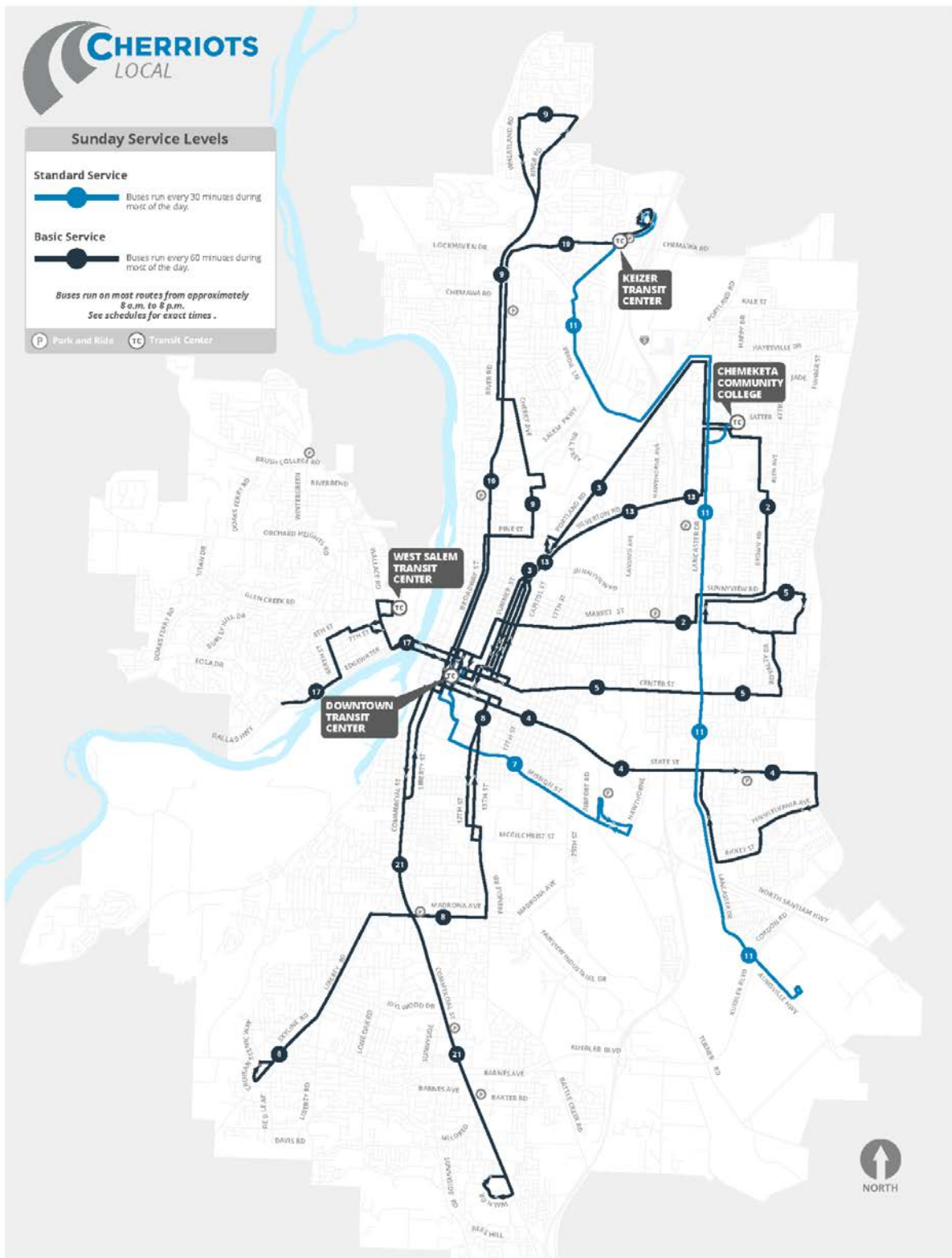
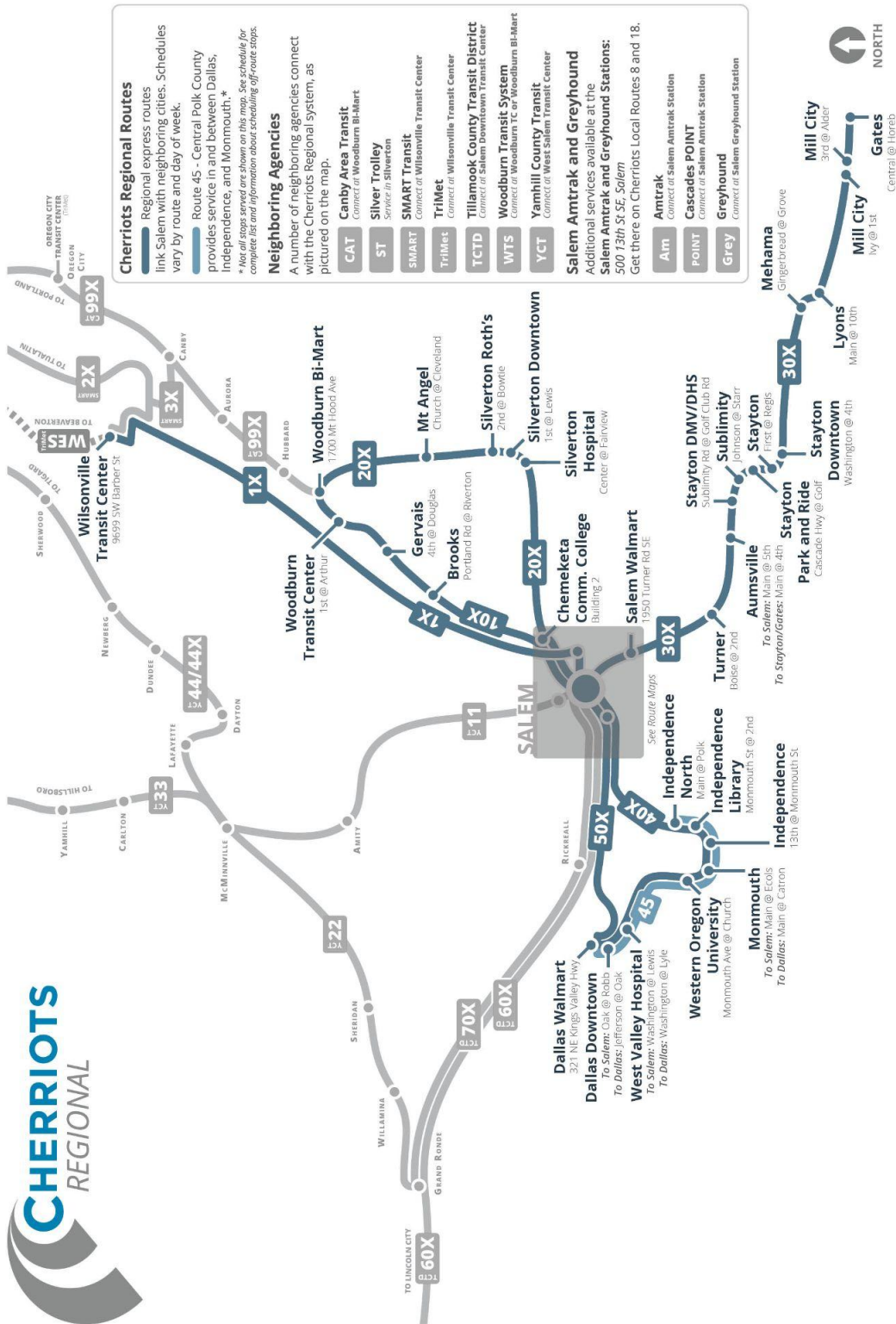


Figure 2-4. Current regional bus route map weekdays



Effective: May 2, 2022







## 2.2 Performance

Historically, as a way to mitigate the impacts of seasonal fluctuations and triannual service changes on performance reporting, staff would create route snapshots to measure performance using data from the month of April. This type of route level snapshot is included in this report for Fiscal Year 2021 Saturday service; however, due to the changes in weekday service levels that have taken place in response to the COVID-19 pandemic, these snapshots are not available for Fiscal Year 2021 weekday service. Instead, the weekday service performance data in this report is broken down by the three different service levels implemented over the course of Fiscal Year 2021. As Sunday service was not implemented until September 2021, no Fiscal Year 2021 data is available. Therefore, the Sunday performance data provided in this report is from April 2022. Additionally, staff consider average daily boardings at the stop level. Figure 2-6 shows this data for the Cherriots Local system from 2019 (pre-pandemic).

### 2.2.1 Revenue hours, revenue miles, and boardings

Table 2-1 below shows the weekday revenue hours, revenue miles, and boardings for each route and service level. Tables 2-2, and 2-3 below show the Saturday, and Sunday revenue hours, revenue miles, and boardings for each route from the month of April 2021 and April 2022, respectively.

**Table 2-1.** Weekday daily averages by route and service level

		80% of Pre-pandemic Service (July '20 - Sep '20) Daily Averages		
Route		Revenue Hours	Revenue Miles	Boardings
	<i>Service Days:</i> 68			
<b>1X</b>	<i>Wilsonville / Salem Express</i>	7.8	249.8	20.4
<b>2</b>	<i>Market / Brown</i>	48.0	593.5	444.8
<b>3</b>	<i>Portland Road</i>	14.9	173.7	173.5
<b>4</b>	<i>State Street</i>	15.3	149.7	203.4
<b>5</b>	<i>Center Street</i>	45.7	519.4	431.4
<b>6</b>	<i>Mission / Fairview Industrial</i>	20.2	300.2	91.0
<b>7</b>	<i>Mission / Hawthorne</i>	14.1	178.5	154.2
<b>8</b>	<i>12th / Liberty via Red Leaf</i>	20.5	273.2	156.2
<b>9</b>	<i>Cherry / River Road</i>	28.3	416.3	212.1
<b>10X</b>	<i>Woodburn / Salem Express</i>	15.3	308.7	29.6
<b>11</b>	<i>Lancaster / Verda</i>	86.8	1,140.7	897.2
<b>12</b>	<i>Hayesville Drive</i>	13.1	179.9	37.2

13	Silverton Road	13.8	128.8	180.0
14	Windsor Island Road	13.6	201.5	49.5
16	Wallace Road	8.2	109.2	59.4
17	Edgewater Street	28.3	221.2	252.4
18	12th / Liberty via Lone Oak	20.6	277.4	155.8
19	Broadway / River Road	50.0	545.7	608.6
20X	N.Marion County / Salem Express	11.6	260.4	21.0
21	South Commercial	45.9	568.1	574.0
23	Lansing / Hawthorne	14.1	181.7	53.8
26	Glen Creek / Orchard Heights	6.9	68.2	12.1
27	Glen Creek / Eola	6.7	89.7	14.8
30X	Santiam / Salem Express	11.4	224.7	26.5
40X	Polk County / Salem Express	17.7	373.3	91.9
45	Central Polk County*	0.0	0.0	0.0
50X	Dallas / Salem Express	5.6	127.1	12.5

		<b>95% of Pre-pandemic Service (Oct '20 - Apr '21) Daily Averages*</b>		
<b>Route</b>		<i>Revenue Hours</i>	<i>Revenue Miles</i>	<i>Boardings</i>
	Service Days: 147			
1X	Wilsonville / Salem Express	12.1	388.3	25.9
2	Market / Brown	58.5	726.5	585.4
3	Portland Road	30.4	354.9	317.6
4	State Street	31.2	305.7	311.0
5	Center Street	57.0	648.6	530.4
6	Mission / Fairview Industrial	22.7	341.0	95.5
7	Mission / Hawthorne	22.8	206.3	173.0
8	12th / Liberty via Red Leaf	22.3	300.4	196.7
9	Cherry / River Road	31.1	459.1	267.4
10X	Woodburn / Salem Express	17.4	352.4	39.7
11	Lancaster / Verda	103.6	1,362.7	1,163.2
12	Hayesville Drive	15.0	205.5	38.4
13	Silverton Road	30.1	276.7	216.6
14	Windsor Island Road	15.5	229.7	54.1
16	Wallace Road	9.6	124.2	76.9
17	Edgewater Street	50.0	452.1	362.2
18	12th / Liberty via Lone Oak	22.7	306.4	186.1
19	Broadway / River Road	59.3	647.8	755.9

<b>20X</b>	<i>N.Marion County / Salem Express</i>	13.4	292.7	26.7
<b>21</b>	<i>South Commercial</i>	56.6	705.1	729.6
<b>23</b>	<i>Lansing / Hawthorne</i>	15.1	194.3	58.1
<b>26</b>	<i>Glen Creek / Orchard Heights</i>	7.9	77.6	12.2
<b>27</b>	<i>Glen Creek / Eola</i>	8.5	115.4	17.0
<b>30X</b>	<i>Santiam / Salem Express</i>	12.2	254.1	30.7
<b>40X</b>	<i>Polk County / Salem Express</i>	18.7	400.4	99.8
<b>45</b>	<i>Central Polk County*</i>	9.7	145.0	14.2
<b>50X</b>	<i>Dallas / Salem Express</i>	5.8	134.8	11.0

		<b>100% of Pre-pandemic Service (May '21 - June '21) Daily Averages</b>		
<b>Route</b>		<i>Revenue Hours</i>	<i>Revenue Miles</i>	<i>Boardings</i>
	<i>Service Days:</i> 42			
<b>1X</b>	<i>Wilsonville / Salem Express</i>	11.9	383.1	29.5
<b>2</b>	<i>Market / Brown</i>	59.7	743.0	737.4
<b>3</b>	<i>Portland Road</i>	32.0	373.5	379.2
<b>4</b>	<i>State Street</i>	32.8	321.0	384.8
<b>5</b>	<i>Center Street</i>	58.3	662.7	663.5
<b>6</b>	<i>Mission / Fairview Industrial</i>	22.6	336.5	117.5
<b>7</b>	<i>Mission / Hawthorne</i>	24.5	226.7	196.5
<b>8</b>	<i>12th / Liberty via Red Leaf</i>	25.8	346.5	236.7
<b>9</b>	<i>Cherry / River Road</i>	30.7	452.5	297.3
<b>10X</b>	<i>Woodburn / Salem Express</i>	17.3	355.2	50.9
<b>11</b>	<i>Lancaster / Verda</i>	108.9	1,451.9	1,359.2
<b>12</b>	<i>Hayesville Drive</i>	14.8	202.8	55.9
<b>13</b>	<i>Silverton Road</i>	32.2	300.3	260.0
<b>14</b>	<i>Windsor Island Road</i>	15.2	226.6	57.0
<b>16</b>	<i>Wallace Road</i>	10.0	130.8	89.9
<b>17</b>	<i>Edgewater Street</i>	51.3	461.4	406.0
<b>18</b>	<i>12th / Liberty via Lone Oak</i>	25.4	342.5	204.8
<b>19</b>	<i>Broadway / River Road</i>	61.1	669.7	811.2
<b>20X</b>	<i>N.Marion County / Salem Express</i>	13.9	314.4	24.6
<b>21</b>	<i>South Commercial</i>	57.8	720.4	849.1
<b>23</b>	<i>Lansing / Hawthorne</i>	14.9	191.7	66.6
<b>26</b>	<i>Glen Creek / Orchard Heights</i>	7.8	76.7	24.7
<b>27</b>	<i>Glen Creek / Eola</i>	8.4	113.8	33.7
<b>30X</b>	<i>Santiam / Salem Express</i>	12.3	256.8	33.4

<b>40X</b>	<i>Polk County / Salem Express</i>	18.6	400.2	115.9
<b>45</b>	<i>Central Polk County*</i>	9.6	146.6	17.5
<b>50X</b>	<i>Dallas / Salem Express</i>	5.8	135.1	10.8

\*Route 45 began operation in January 2021 (84 service days Jan - Apr '21)

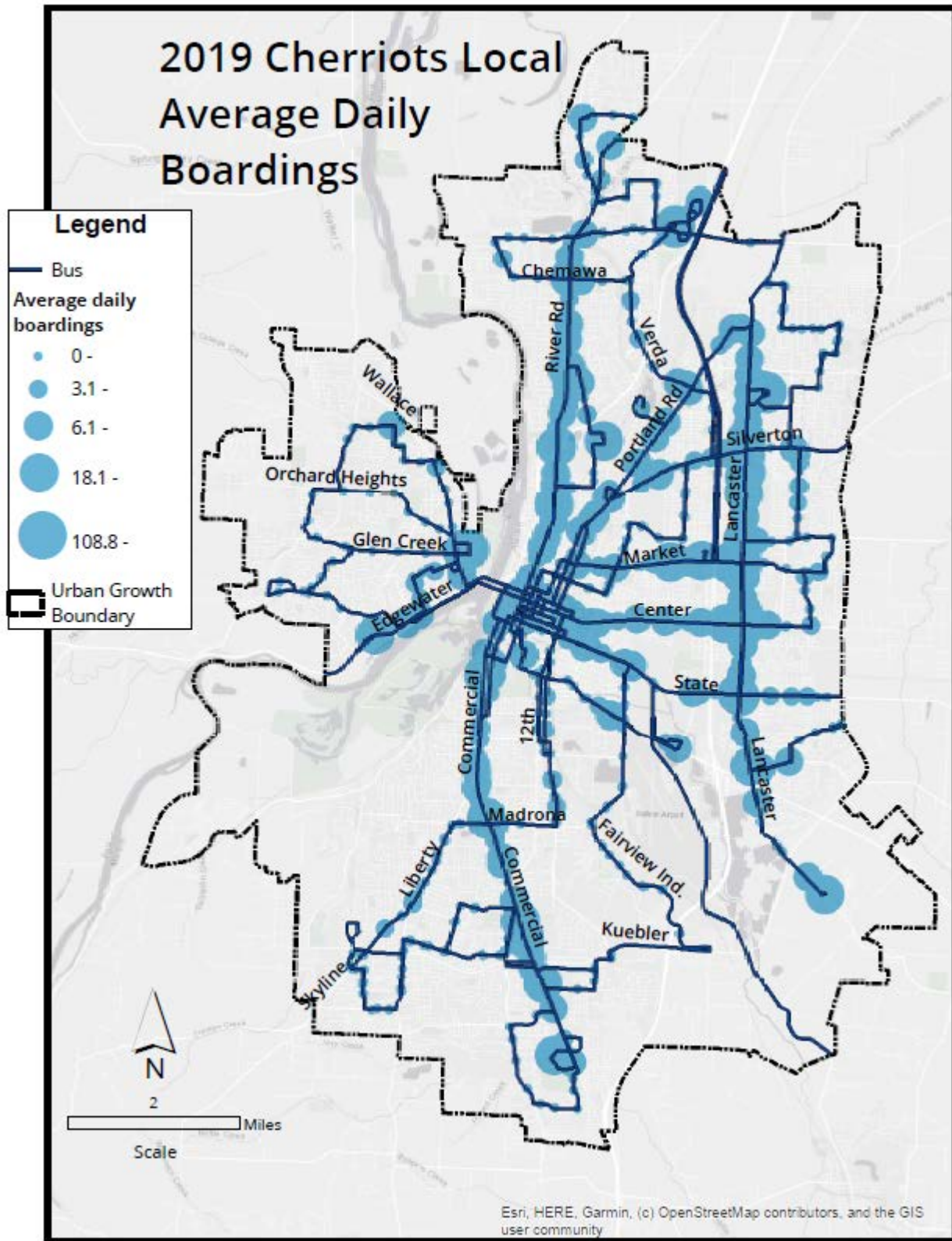
**Table 2-2.** Saturday daily averages by route from April 2021

<b>Route</b>		<i>Revenue Hours</i>	<i>Revenue Miles</i>	<i>Boardings</i>
	<i>Service Days:</i> 4			
<b>2</b>	<i>Market / Brown</i>	27.3	361.8	389
<b>3</b>	<i>Portland Road</i>	15.0	175.0	182
<b>4</b>	<i>State Street</i>	15.3	150.8	183
<b>5</b>	<i>Center Street</i>	27.5	312.0	351
<b>6</b>	<i>Mission / Fairview Industrial</i>	21.0	315.8	61
<b>7</b>	<i>Mission / Hawthorne</i>	14.5	187.8	111
<b>8</b>	<i>12th / Liberty via Red Leaf</i>	21.8	296.3	150
<b>9</b>	<i>Cherry / River Road</i>	15.5	226.5	168
<b>10X</b>	<i>Woodburn / Salem Express</i>	7.3	156.0	20
<b>11</b>	<i>Lancaster / Verda</i>	55.5	703.5	810
<b>13</b>	<i>Silverton Road</i>	13.5	129.3	129
<b>16</b>	<i>Wallace Road</i>	8.8	114.8	64
<b>17</b>	<i>Edgewater Street</i>	27.0	207.8	173
<b>18</b>	<i>12th / Liberty via Lone Oak</i>	21.8	292.3	135
<b>19</b>	<i>Broadway / River Road</i>	26.8	345.5	435
<b>20X</b>	<i>N.Marion County / Salem Express</i>	8.8	212.3	13
<b>21</b>	<i>South Commercial</i>	26.8	332.5	439
<b>30X</b>	<i>Santiam / Salem Express</i>	7.0	96.5	12
<b>40X</b>	<i>Polk County / Salem Express</i>	9.3	200.5	49

**Table 2-3.** Sunday daily averages by route from April 2022

<b>Route</b>		<i>Revenue Hours</i>	<i>Revenue Miles</i>	<i>Boardings</i>
	<i>Service Days:</i> 4			
<b>2</b> <i>Market / Brown</i>		13.0	161.0	158.5
<b>3</b> <i>Portland Road</i>		13.0	151.5	107.5
<b>4</b> <i>State Street</i>		13.3	131.3	118.5
<b>5</b> <i>Center Street</i>		13.0	147.8	137.8
<b>7</b> <i>Mission / Hawthorne</i>		12.5	160.3	56.3
<b>8</b> <i>12th / Liberty via Red Leaf</i>		13.0	165.3	117.5
<b>9</b> <i>Cherry / River Road</i>		13.5	197.0	104.3
<b>11</b> <i>Lancaster / Verda</i>		50.0	617.3	430.0
<b>13</b> <i>Silverton Road</i>		12.8	118.3	105.3
<b>17</b> <i>Edgewater Street</i>		13.0	99.3	78.8
<b>19</b> <i>Broadway / River Road</i>		13.0	167.0	178.8
<b>21</b> <i>South Commercial</i>		13.0	156.8	209.5

Figure 2-6. Average daily boardings for the Cherriots Local system



Source: 2019 ridership data via Transit Boardings Estimation and Simulation Tool



## 2.2.2 Productivity

Cherriots gathered boardings per revenue hour in order to measure a route's productivity during Fiscal Year 2021. For weekday service, this data is broken down by the three weekday service levels implemented throughout Fiscal Year 2021. For Saturday service, this data is averaged over the entire fiscal year. Sunday service was implemented in September 2021. Therefore, the Sunday productivity data shared in this report is from September 2021 through April 2022.

**Table 2-4.** Weekday boardings per revenue hour by route, route type, and service level

80% of Pre-pandemic Service (July '20 - Sep '20)			
	Route	Frequency (minutes)	Boardings / Revenue Hour
<b>CORRIDOR</b>			
	<b>4</b> State Street	60	13.3
	<b>13</b> Silverton Road	60	13.0
	<b>21</b> South Commercial	15	12.5
	<b>19</b> Broadway / River Road	15	12.2
	<b>3</b> Portland Road	60	11.7
	<b>11</b> Lancaster / Verda	15	10.3
	<b>5</b> Center Street	15	9.4
	<b>2</b> Market / Brown	15	9.3
	<b>17</b> Edgewater Street	30	8.9
	<b>8</b> 12th / Liberty via Red Leaf	60	7.6
	<b>18</b> 12th / Liberty via Lone Oak	60	7.5
	<b>9</b> Cherry / River Road	30	7.5
<b>COVERAGE</b>			
	<b>7</b> Mission / Hawthorne	30	11.0
	<b>16</b> Wallace Road	60	7.2
	<b>6</b> Mission / Fairview Industrial	60	4.5
	<b>23</b> Lansing / Hawthorne	60	3.8
	<b>14</b> Windsor Island Road	30	3.6
	<b>12</b> Hayesville Drive	60	2.8
	<b>27</b> Glen Creek / Eola	60	2.2
	<b>26</b> Glen Creek / Orchard Heights	60	1.7
<b>REGIONAL EXPRESS</b>		<b># of Trips/Day</b>	
	<b>40X</b> Polk County / Salem Express	8	5.2
	<b>1X</b> Wilsonville / Salem Express	4	2.6
	<b>30X</b> Santiam / Salem Express	4	2.3



<b>50X</b>	<i>Dallas / Salem Express</i>	4	2.2
<b>20X</b>	<i>N.Marion County / Salem Express</i>	5	1.8
<b>10X</b>	<i>Woodburn / Salem Express</i>	7	1.9
<b>45</b>	<i>Central Polk County*</i>	0	N/A

**95% of Pre-pandemic Service (Oct '20 - Apr '21)**

	<b>Route</b>	<b>Frequency (minutes)</b>	<b>Boardings / Revenue Hour</b>
<b>CORRIDOR</b>			
<b>21</b>	<i>South Commercial</i>	15	12.9
<b>19</b>	<i>Broadway / River Road</i>	15	12.7
<b>11</b>	<i>Lancaster / Verda</i>	15	11.2
<b>3</b>	<i>Portland Road</i>	30	10.4
<b>2</b>	<i>Market / Brown</i>	15	10.0
<b>4</b>	<i>State Street</i>	30	10.0
<b>5</b>	<i>Center Street</i>	15	9.3
<b>8</b>	<i>12th / Liberty via Red Leaf</i>	60	8.8
<b>9</b>	<i>Cherry / River Road</i>	30	8.6
<b>18</b>	<i>12th / Liberty via Lone Oak</i>	60	8.2
<b>13</b>	<i>Silverton Road</i>	30	7.2
<b>17</b>	<i>Edgewater Street</i>	15	7.2
<b>COVERAGE</b>			
<b>16</b>	<i>Wallace Road</i>	60	8.0
<b>7</b>	<i>Mission / Hawthorne</i>	30	7.6
<b>6</b>	<i>Mission / Fairview Industrial</i>	60	4.2
<b>23</b>	<i>Lansing / Hawthorne</i>	60	3.8
<b>14</b>	<i>Windsor Island Road</i>	30	3.5
<b>12</b>	<i>Hayesville Drive</i>	60	2.6
<b>27</b>	<i>Glen Creek / Eola</i>	60	2.0
<b>26</b>	<i>Glen Creek / Orchard Heights</i>	60	1.5
<b>REGIONAL EXPRESS</b>		<b># of Trips/Day</b>	
<b>40X</b>	<i>Polk County / Salem Express</i>	8	5.3
<b>30X</b>	<i>Santiam / Salem Express</i>	4	2.5
<b>10X</b>	<i>Woodburn / Salem Express</i>	8	2.3
<b>1X</b>	<i>Wilsonville / Salem Express</i>	6	2.1
<b>20X</b>	<i>N.Marion County / Salem Express</i>	5	2.0
<b>50X</b>	<i>Dallas / Salem Express</i>	4	1.9

<b>45</b>	<i>Central Polk County</i>	5	1.5
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**100% of Pre-pandemic Service (May '21 - June '21)**

	<b>Route</b>	<b>Frequency (minutes)</b>	<b>Boardings / Revenue Hour</b>
<b>CORRIDOR</b>			
<b>21</b>	<i>South Commercial</i>	15	14.7
<b>19</b>	<i>Broadway / River Road</i>	15	13.3
<b>11</b>	<i>Lancaster / Verda</i>	15	12.5
<b>2</b>	<i>Market / Brown</i>	15	12.4
<b>3</b>	<i>Portland Road</i>	30	11.8
<b>4</b>	<i>State Street</i>	30	11.7
<b>5</b>	<i>Center Street</i>	15	11.4
<b>9</b>	<i>Cherry / River Road</i>	30	9.7
<b>8</b>	<i>12th / Liberty via Red Leaf</i>	60	9.2
<b>13</b>	<i>Silverton Road</i>	30	8.1
<b>18</b>	<i>12th / Liberty via Lone Oak</i>	60	8.1
<b>17</b>	<i>Edgewater Street</i>	15	7.9
<b>COVERAGE</b>			
<b>16</b>	<i>Wallace Road</i>	60	9.0
<b>7</b>	<i>Mission / Hawthorne</i>	30	8.0
<b>6</b>	<i>Mission / Fairview Industrial</i>	60	5.2
<b>23</b>	<i>Lansing / Hawthorne</i>	60	4.5
<b>27</b>	<i>Glen Creek / Eola</i>	60	4.0
<b>12</b>	<i>Hayesville Drive</i>	60	3.8
<b>14</b>	<i>Windsor Island Road</i>	30	3.7
<b>26</b>	<i>Glen Creek / Orchard Heights</i>	60	3.2
<b>REGIONAL EXPRESS</b>		<b># of Trips/Day</b>	
<b>40X</b>	<i>Polk County / Salem Express</i>	8	6.2
<b>10X</b>	<i>Woodburn / Salem Express</i>	8	2.9
<b>30X</b>	<i>Santiam / Salem Express</i>	4	2.7
<b>1X</b>	<i>Wilsonville / Salem Express</i>	6	2.5
<b>20X</b>	<i>N.Marion County / Salem Express</i>	5	1.8
<b>45</b>	<i>Central Polk County</i>	5	1.8
<b>50X</b>	<i>Dallas / Salem Express</i>	4	1.8

\*Route 45 began operation in January 2021

**Table 2-5.** Saturday boardings per revenue hour by route and route type

Route	Frequency (minutes)	Boardings / Revenue Hour
<b>CORRIDOR</b>		
19 Broadway / River Road	30	17.5
21 South Commercial	30	15.8
2 Market / Brown	30	13.6
11 Lancaster / Verda	30	13.3
5 Center Street	30	12.0
4 State Street	60	11.3
3 Portland Road	60	11.2
13 Silverton Road	60	9.7
9 Cherry / River Road	60	9.3
17 Edgewater Street	30	7.2
8 12th / Liberty via Red Leaf	60	6.8
18 12th / Liberty via Lone Oak	30	6.0
<b>COVERAGE</b>		
7 Mission / Hawthorne	30	7.9
16 Wallace Road	60	6.9
6 Industrial	60	2.6
<b>REGIONAL EXPRESS</b>		<b># of Trips/Day</b>
40X Polk County / Salem Express	4	5.1
10X Woodburn / Salem Express	3	2.2
20X N.Marion County / Salem Express	3	1.3
30X Santiam / Salem Express	2	1.3

**Table 2-6.** Sunday boardings per revenue hour by route and route type

Route	Frequency (minutes)	Boardings / Revenue Hour
<b>CORRIDOR</b>		
2 Market / Brown	60	11.4
3 Portland Road	60	7.3
4 State Street	60	7.5
5 Center Street	60	10.5
7 Mission Street	30	4.3

<b>8</b>	<i>12th / Liberty</i>	60	7.6
<b>9</b>	<i>Cherry / River Road</i>	60	7.5
<b>11</b>	<i>Lancaster / Verda</i>	30	7.6
<b>13</b>	<i>Silverton Road</i>	60	6.6
<b>17</b>	<i>Edgewater Street</i>	60	5.8
<b>19</b>	<i>Broadway / River Road</i>	60	11.8
<b>21</b>	<i>South Commercial</i>	60	13.8

### **2.2.3 On-time performance**

The preferred way to measure on-time performance is by comparing the scheduled departure time to the actual departure time at every time point along a route. Unfortunately, Cherrits was still in the deployment phase of the CAD/AVL project in Fiscal Year 2021 and the system was not yet able to accurately calculate on-time performance this precisely. Therefore, on-time performance data is not available for Fiscal Year 2021.



### 3. Demographics and travel patterns

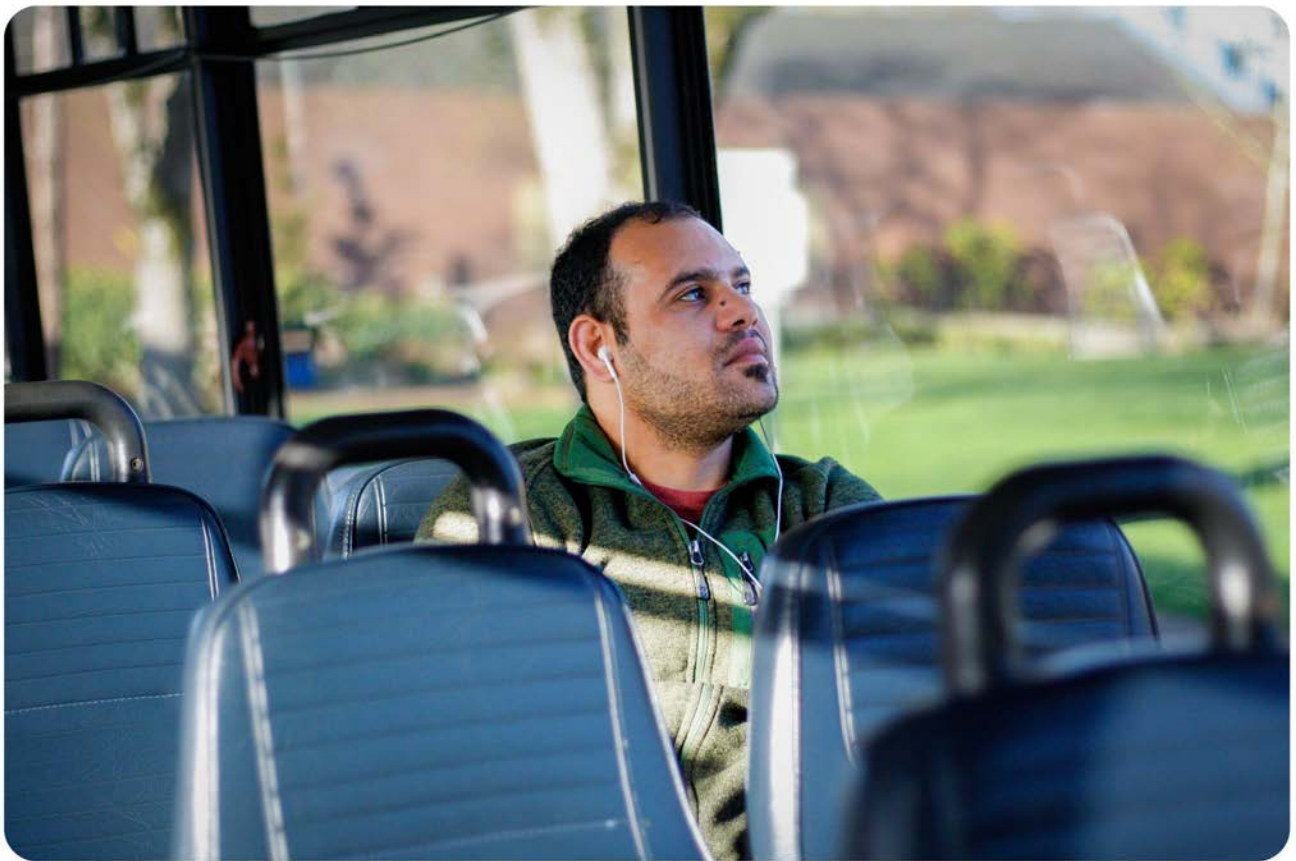
To determine where people are most likely to use our bus service, staff examine population and employment data from the U.S. Census American Community Survey (ACS) (2015 - 2019). Staff also look at groups that are most likely to need access to transit. The below figures are on the following pages:

- **Population density** (Figures 3-1 and 3-2)
- **Employment density**(Figures 3-3 and 3-4)
- **Low-income** (Figures 3-5 and 3-6)
- **Minorities** (Figures 3-7 and 3-8)
- **Car free** (Figures 3-9 and 3-10)
- **Seniors** (Figures 3-11 and 3-12)
- **Youth** (Figures 3-13 and 3-14)
- **Disabled** (Figures 3-15 and 3-16)
- **Limited English** (Figures 3-17 and 3-18)
- **Military veterans** (Figures 3-19 and 3-20)
- **Multi-family dwellings** (Figures 3-21 and 3-22)

Staff also evaluate origin-to-destination travel patterns for work trips and non-work trips from the Longitudinal Employer-Household Dynamics (LEHD) program and the 2021 Rider Survey:

- **Regional commuting patterns for mid-Willamette Valley** (Figure 3-23)
- **2021 Rider Survey origin-to-destination maps** (Figures 3-24 and 3-25)

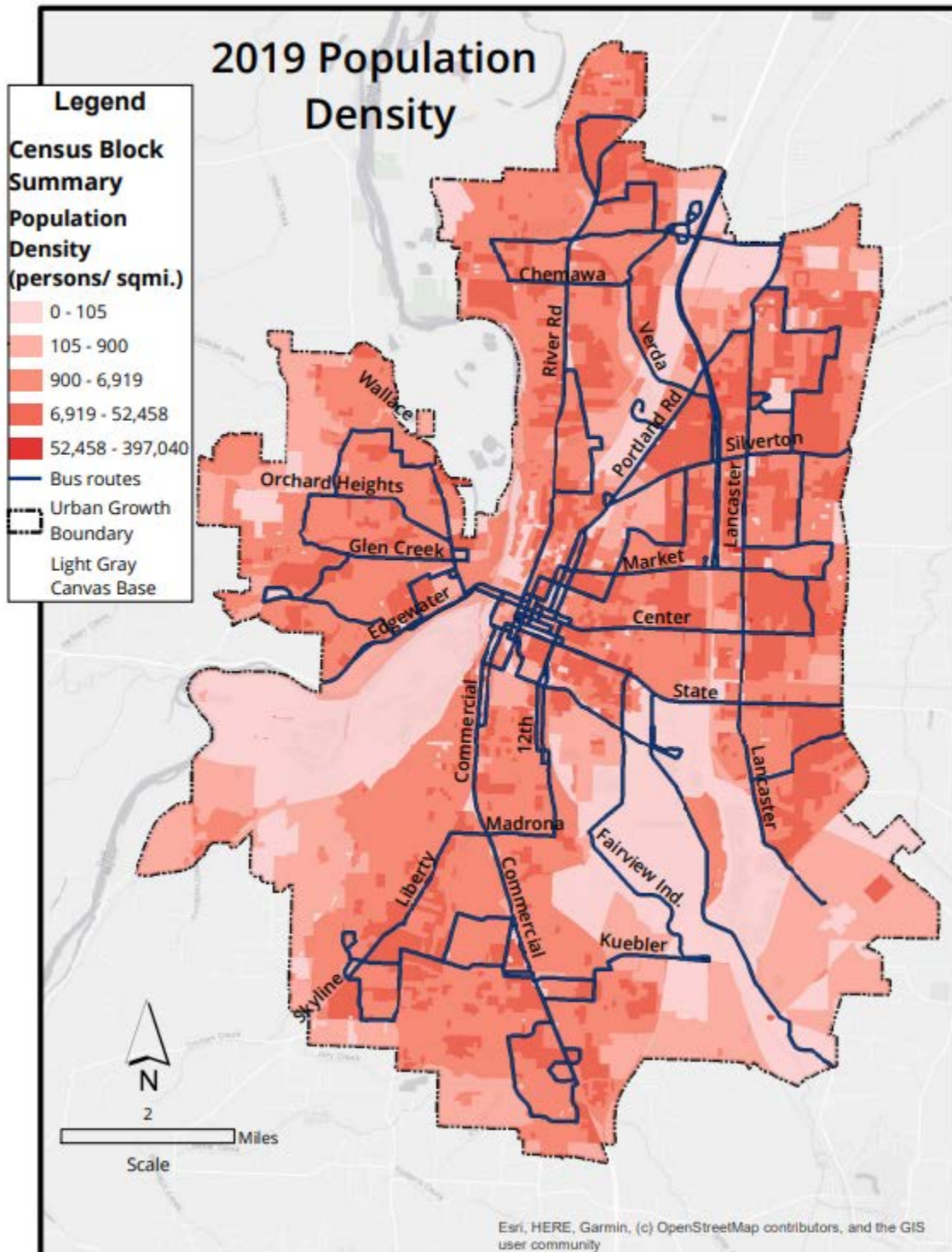
And finally, a list of recent and upcoming changes to businesses and developments is provided.





### 3.1 Population density

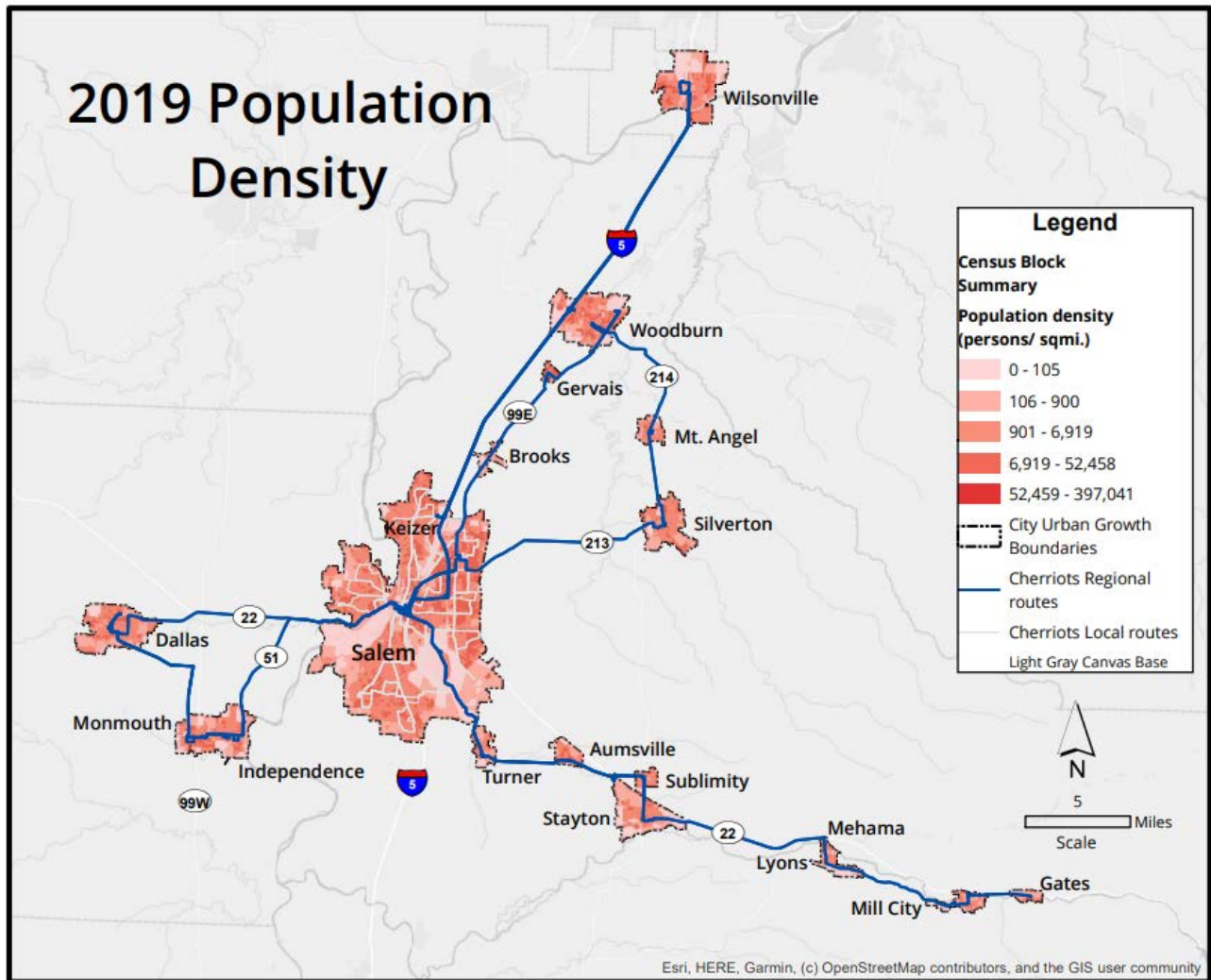
Figure 3-1. Population density within the Salem-Keizer Urban Growth Boundary (UGB).



Source: Transit Boardings Estimation and Simulation Tool



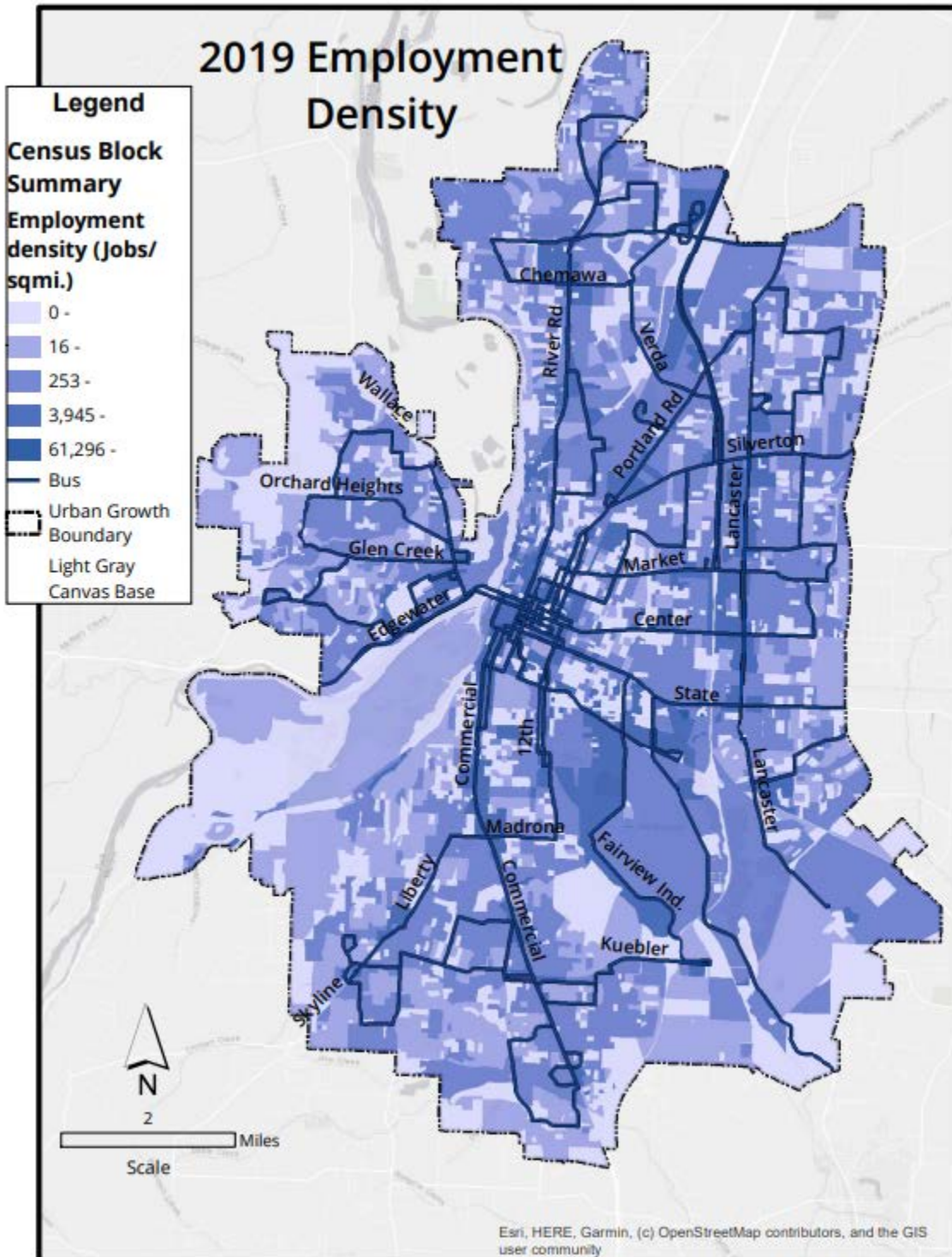
**Figure 3-2.** Population density in regional UGBs served.



**Source:** Transit Boardings Estimation and Simulation Tool

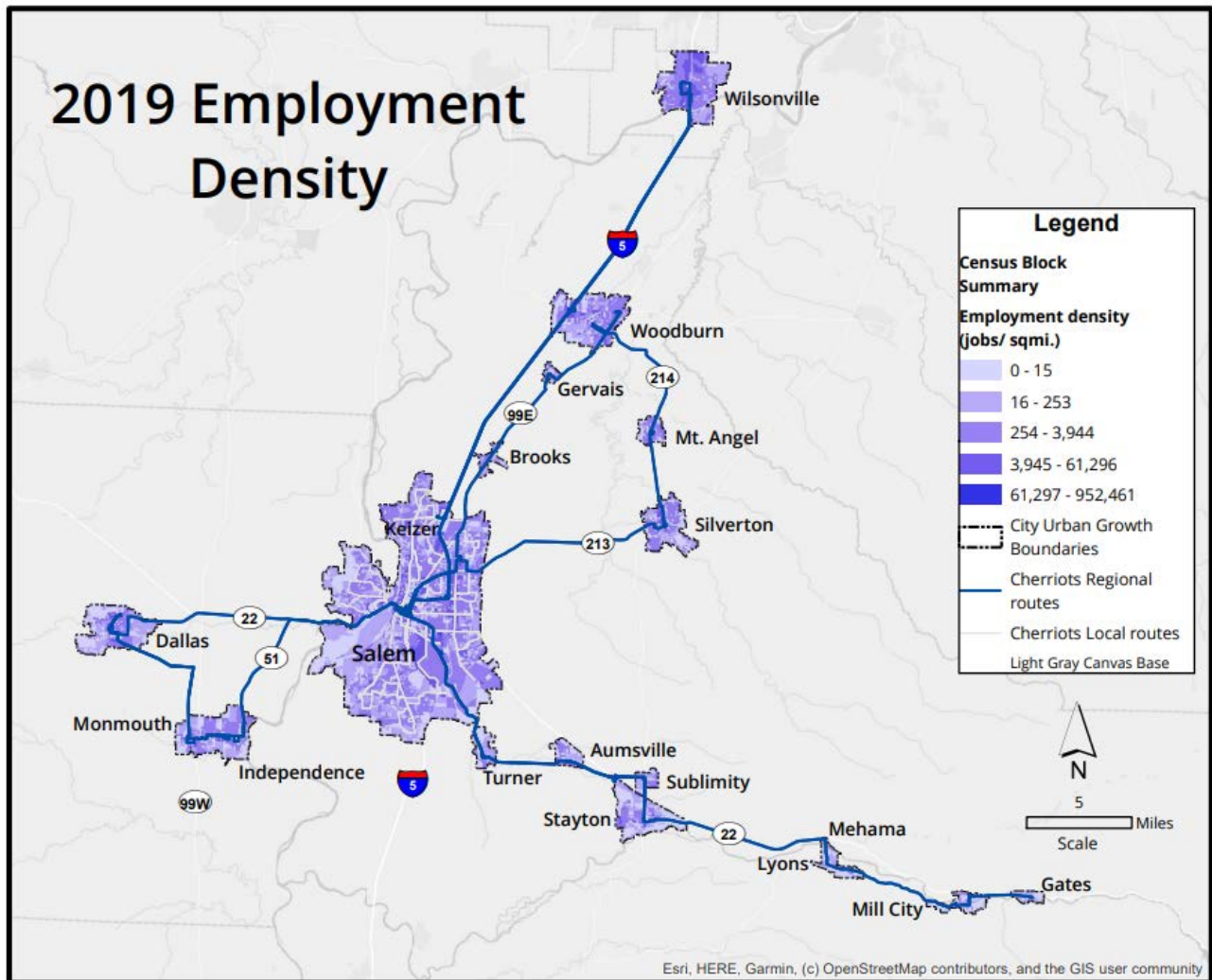
### 3.2 Employment density

Figure 3-3. Employment density within the Salem-Keizer UGB.



Source: Transit Boardings Estimation and Simulation Tool

**Figure 3-4.** Employment density in regional UGBs served.

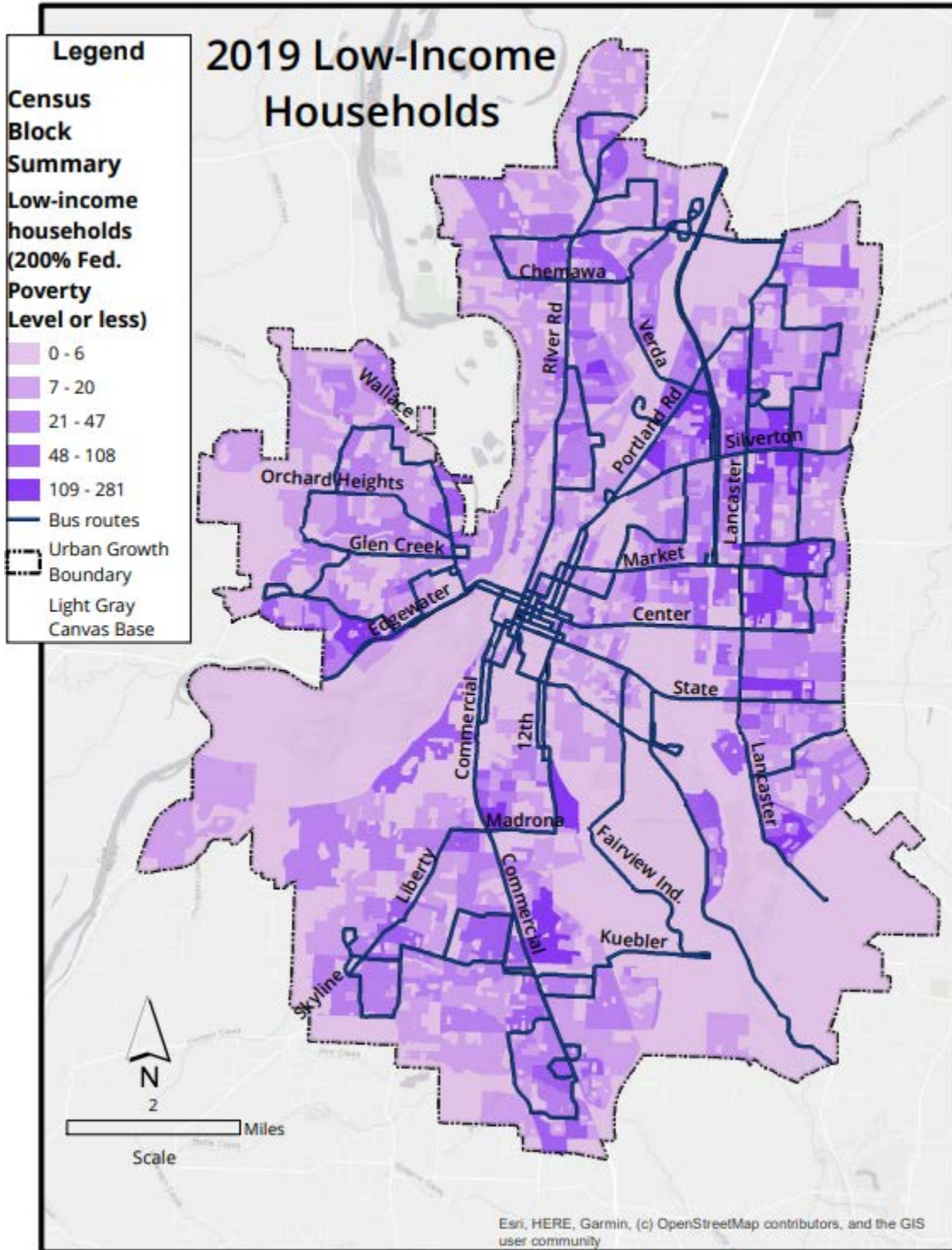


**Source:** Transit Boardings Estimation and Simulation Tool



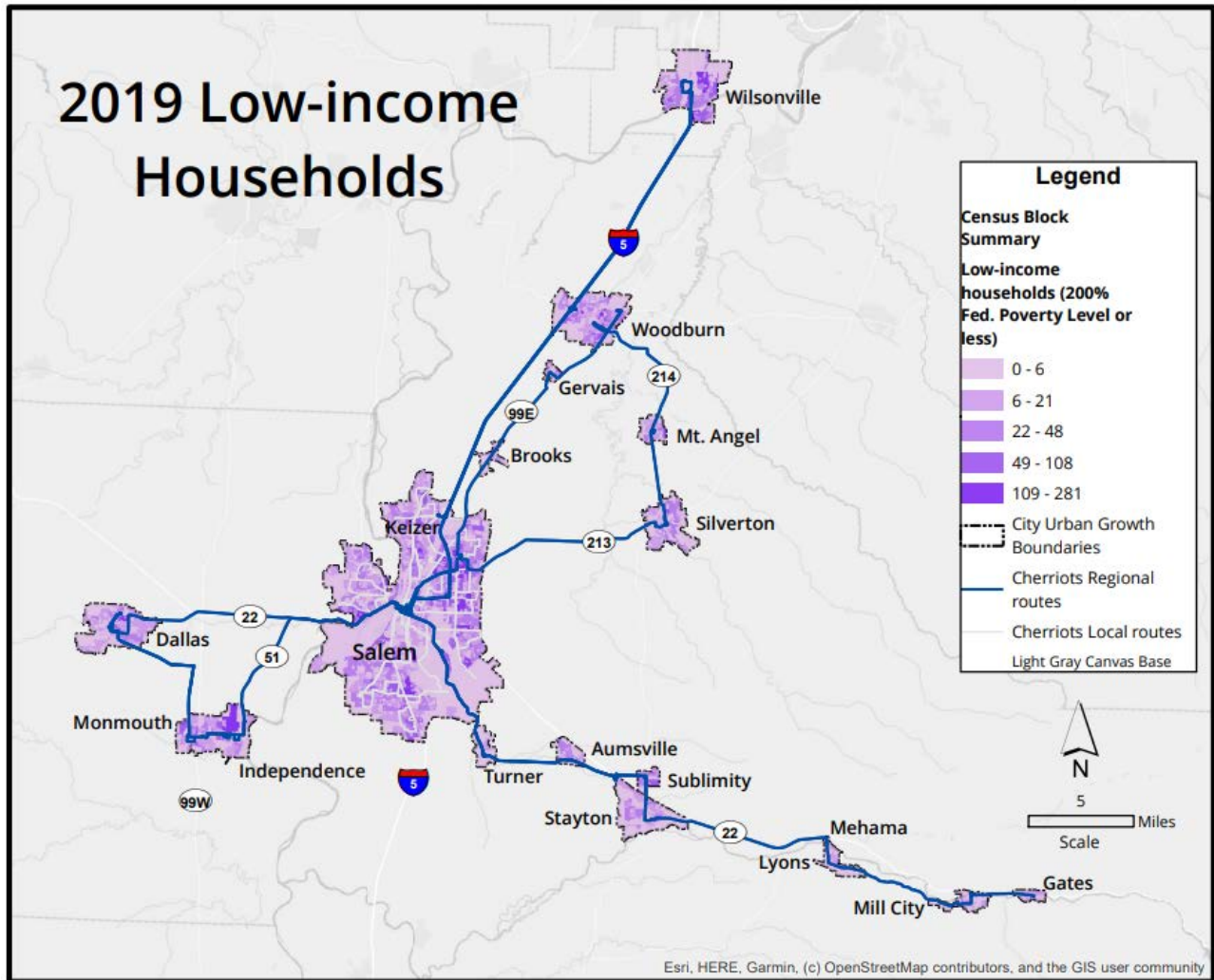
### 3.3 Low-income households

Figure 3-5. Low-income households within the Salem-Keizer UGB.



Source: Transit Boardings Estimation and Simulation Tool

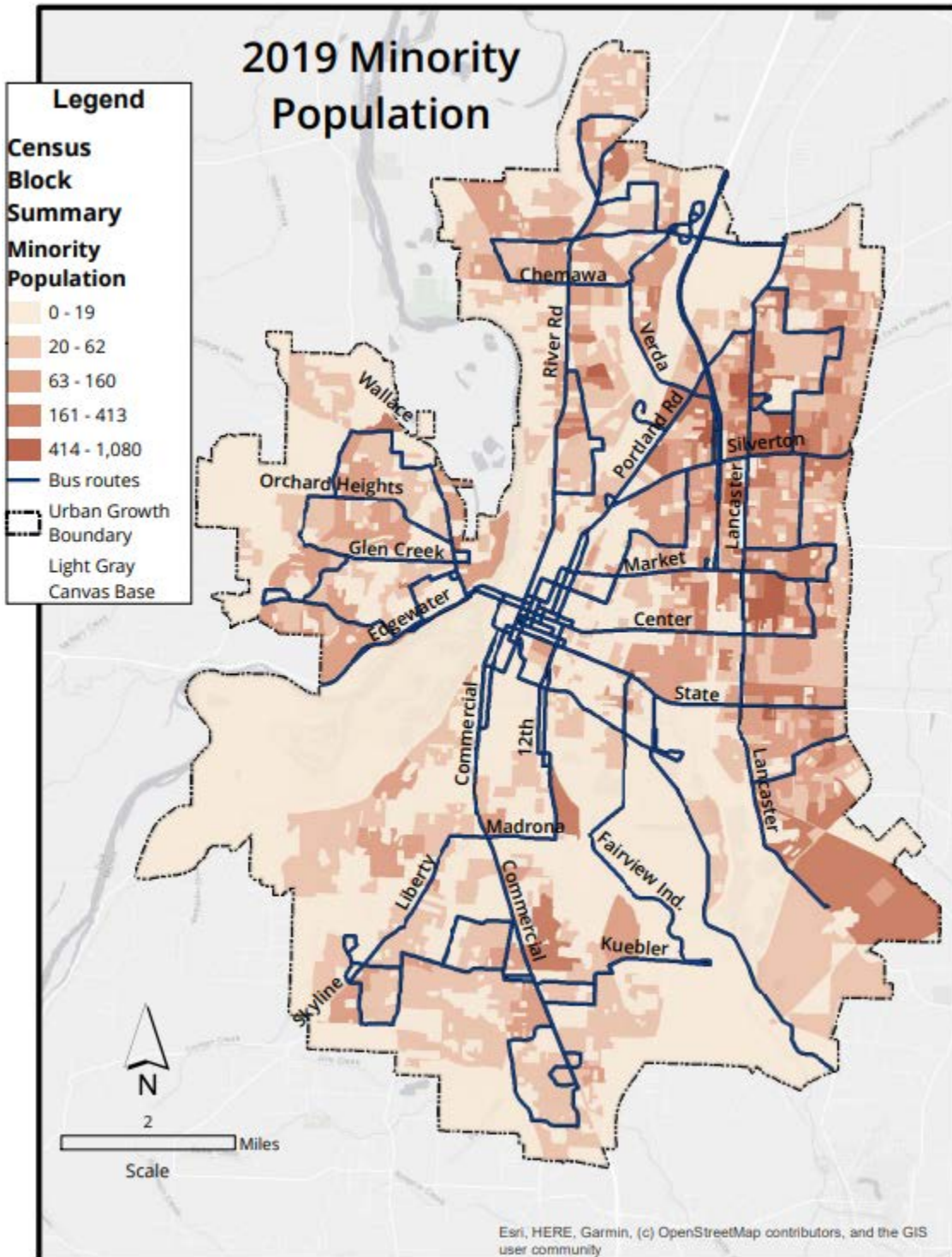
Figure 3-6. Low-income households in regional UGBs served.



Source: Transit Boardings Estimation and Simulation Tool

### 3.4 Minority population

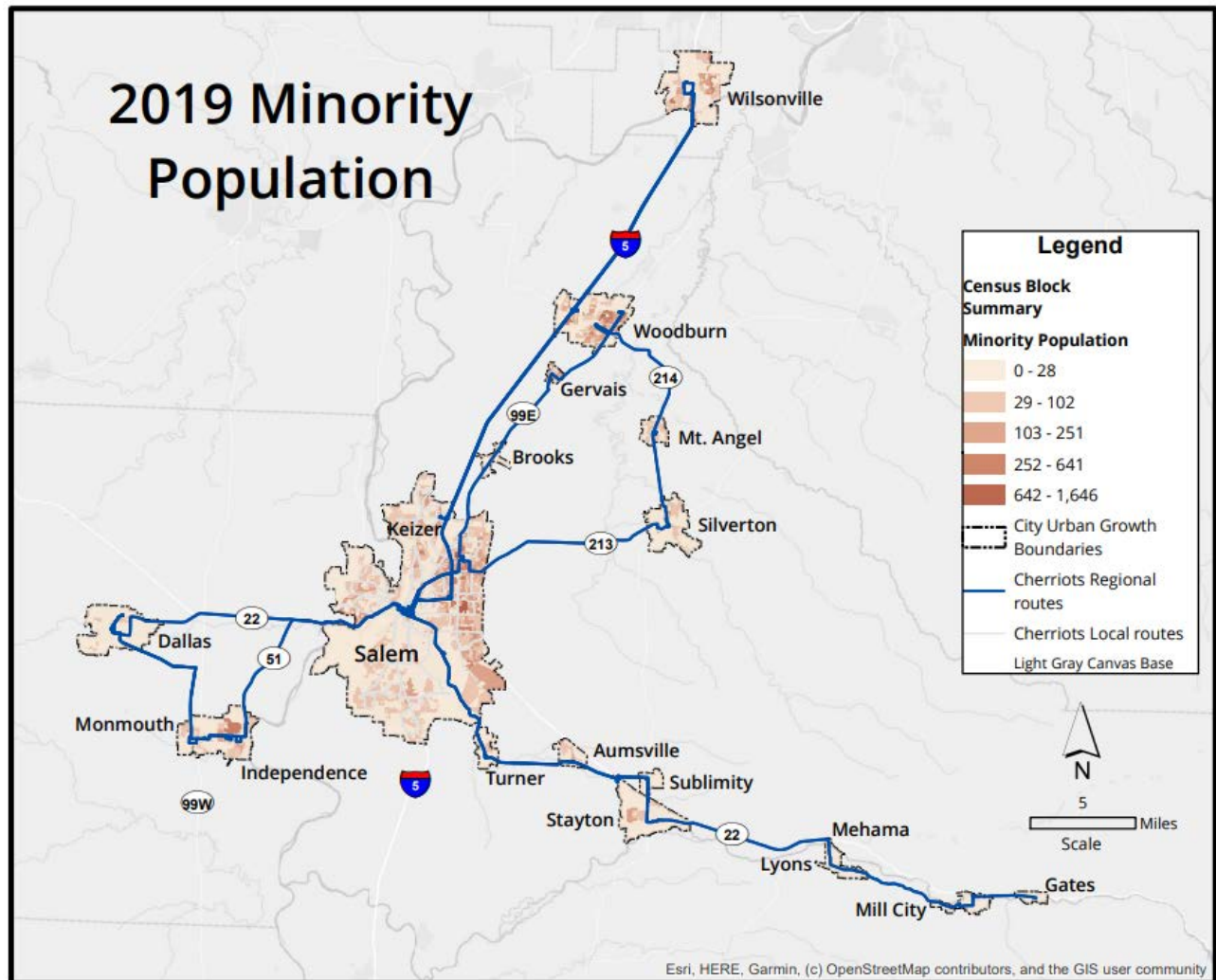
Figure 3-7. Minority Population within the Salem-Keizer UGB.



Source: Transit Boardings Estimation and Simulation Tool



**Figure 3-8.** Minority population in regional UGBs served.

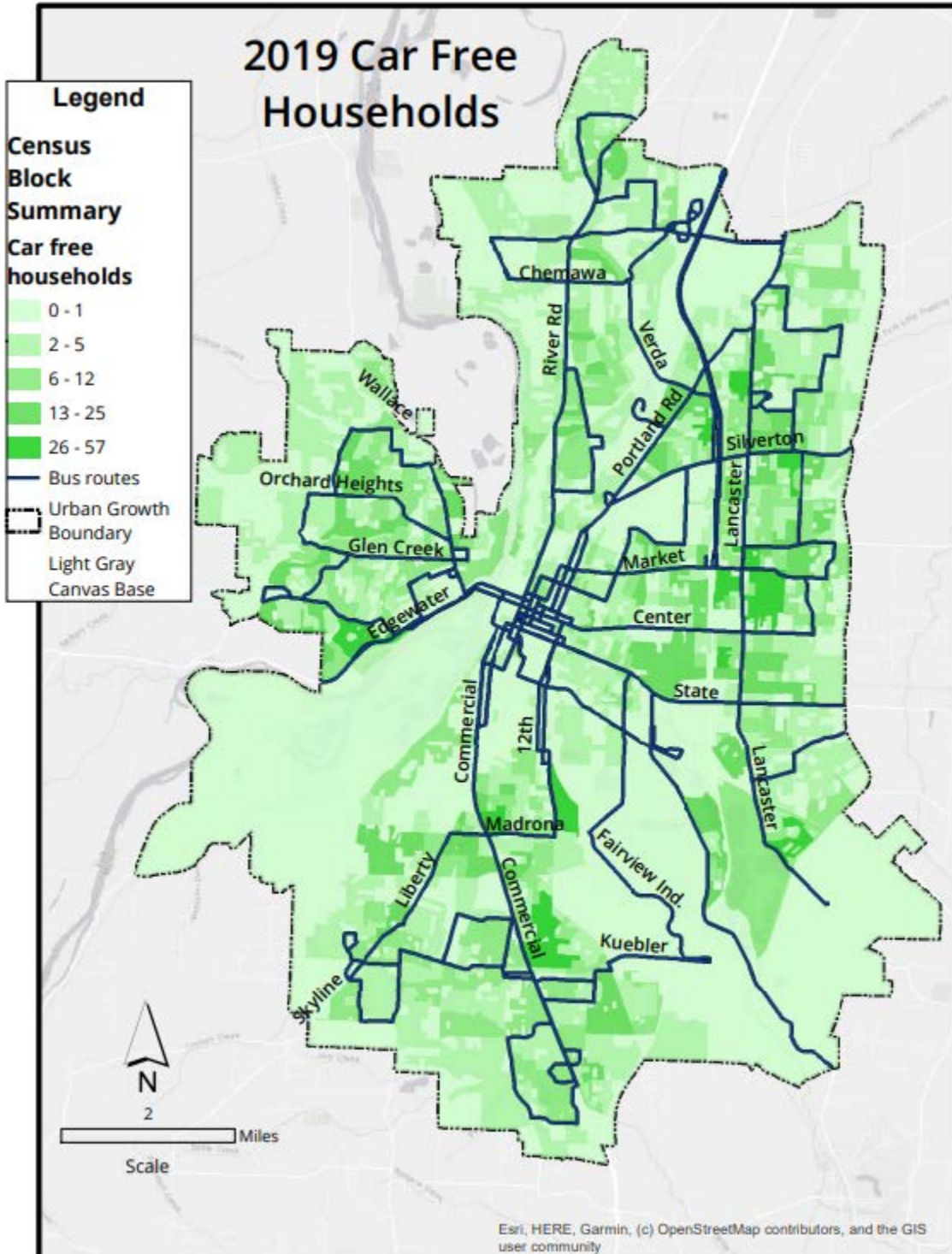


**Source:** Transit Boardings Estimation and Simulation Tool



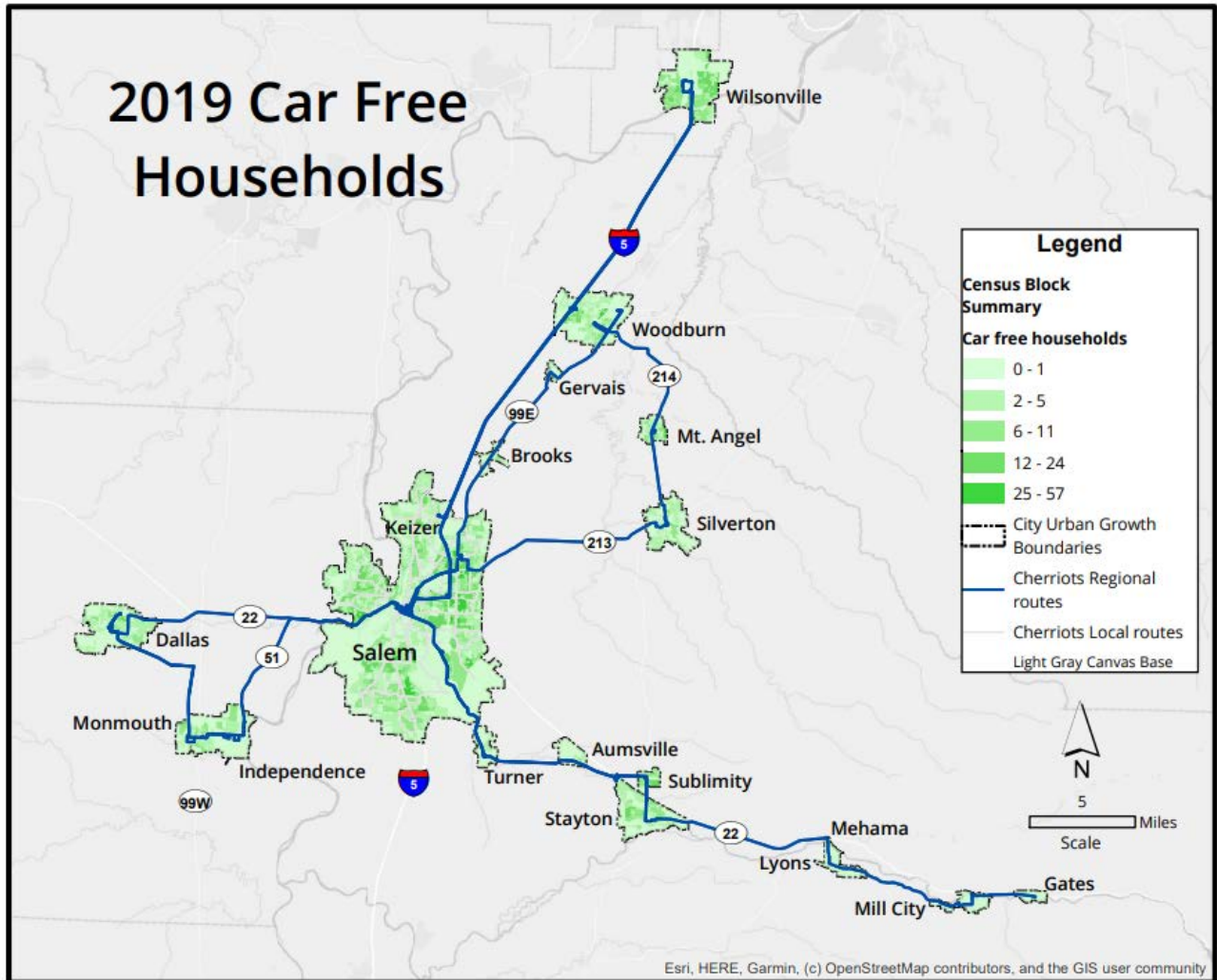
### 3.5 Car free households

Figure 3-9. Car free households within the Salem-Keizer UGB.



Source: Transit Boardings Estimation and Simulation Tool

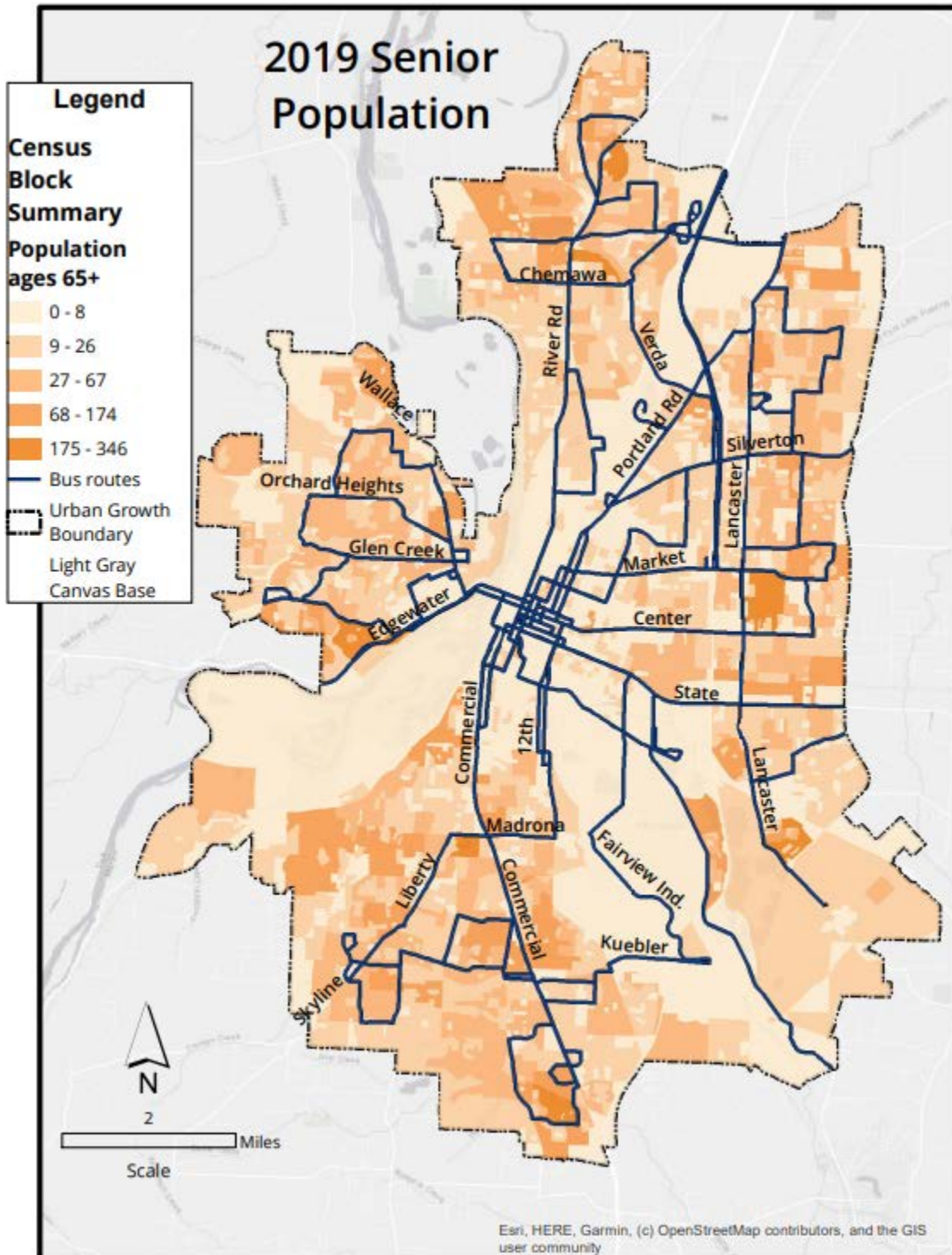
**Figure 3-10.** Car free households in regional UGBs served.



**Source:** Transit Boardings Estimation and Simulation Tool

### 3.6 Seniors

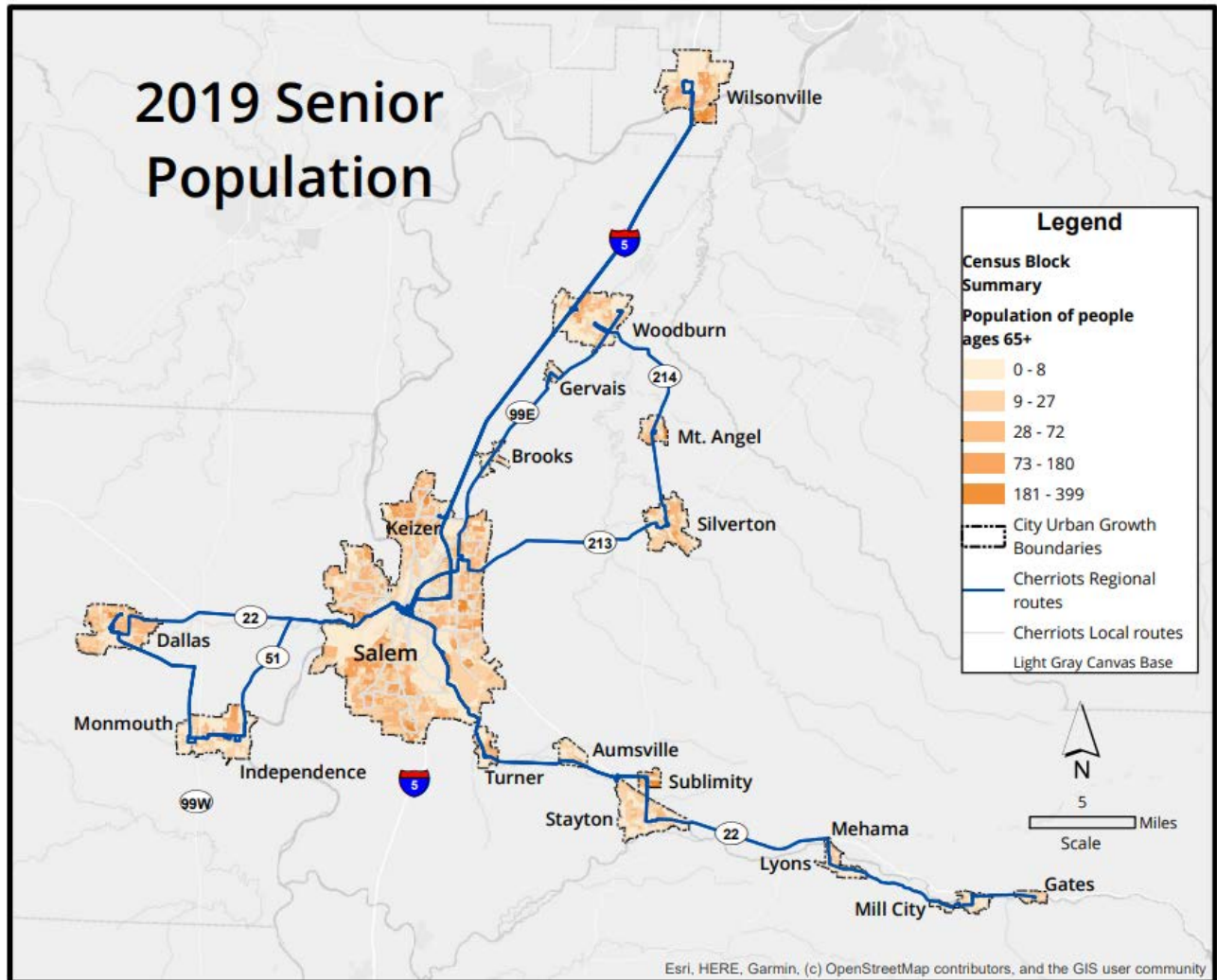
Figure 3-11. Seniors within the Salem-Keizer UGB.



Source: Transit Boardings Estimation and Simulation Tool



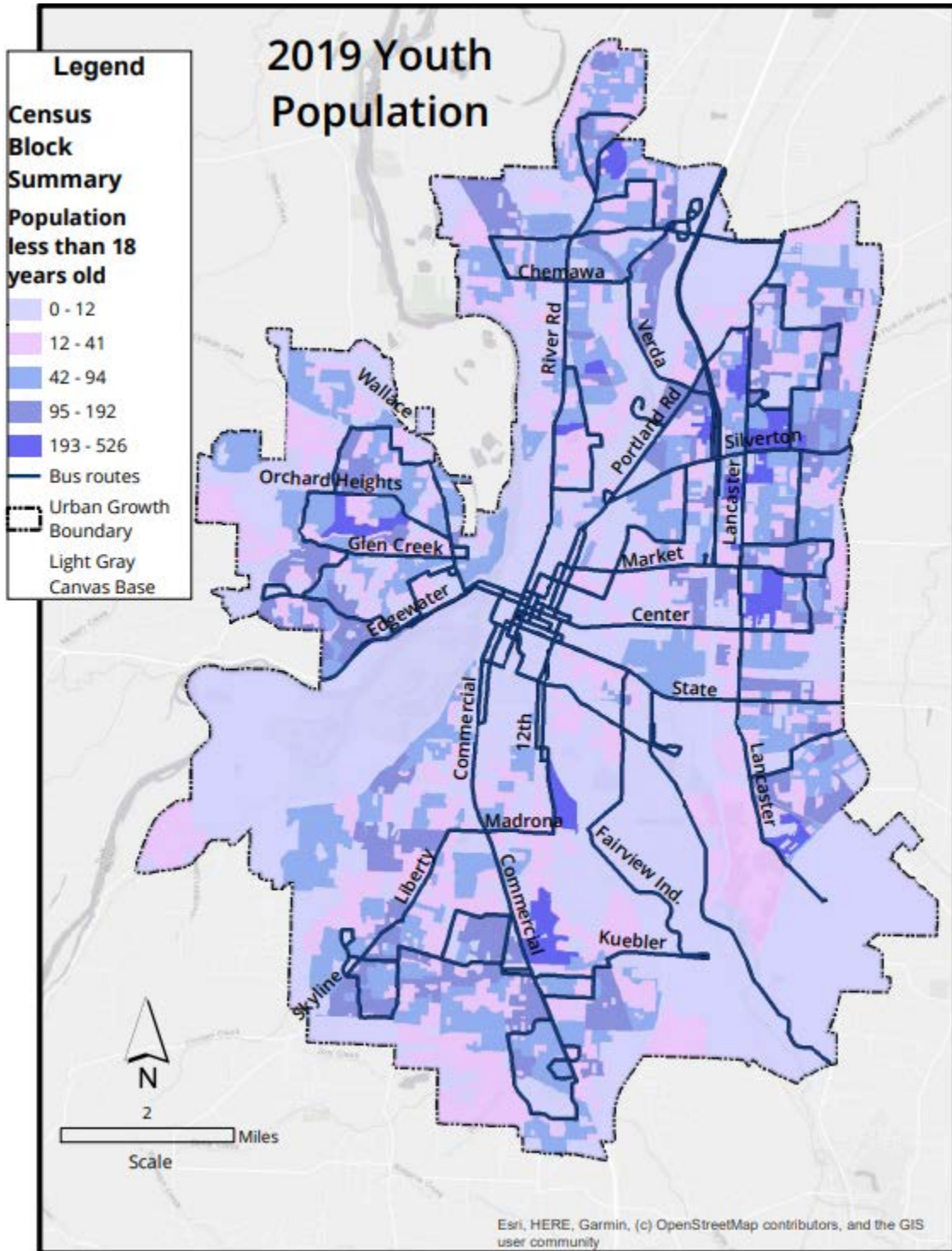
Figure 3-12. Seniors in regional UGBs served.



Source: Transit Boardings Estimation and Simulation Tool

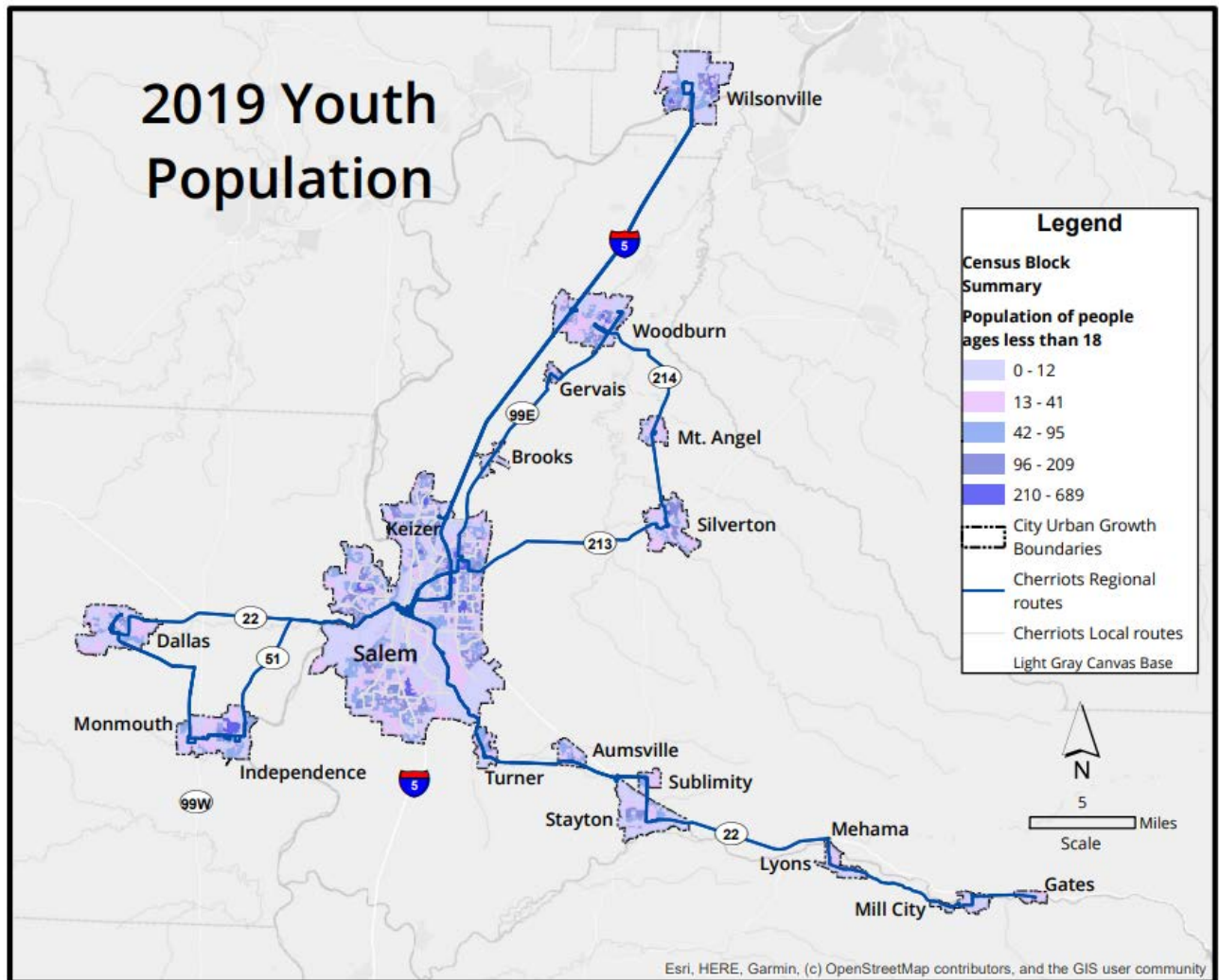
### 3.7 Youth

Figure 3-13. Youth population within the Salem-Keizer UGB.



Source: Transit Boardings Estimation and Simulation Tool

**Figure 3-14.** Youth population in regional UGBs served.

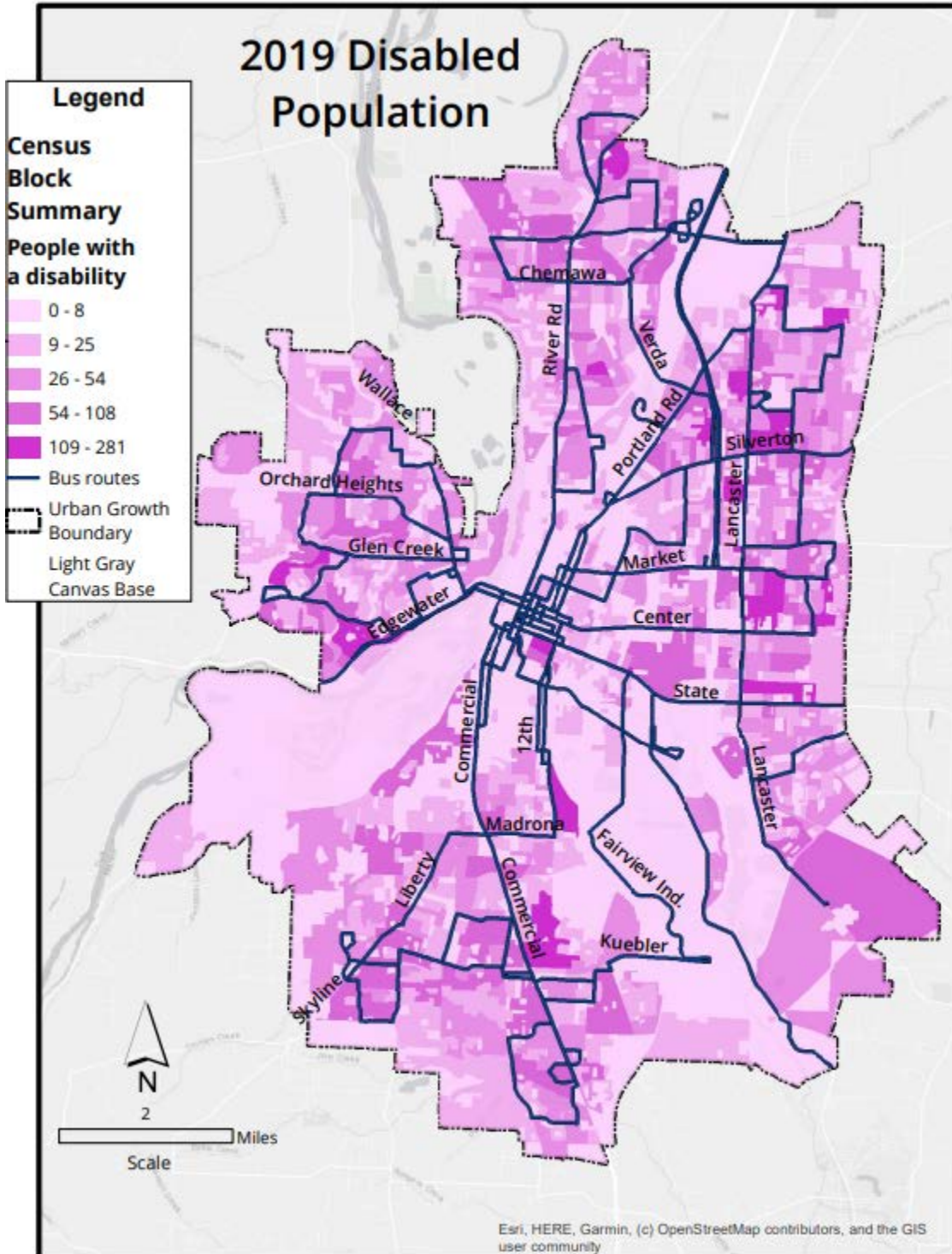


**Source:** Transit Boardings Estimation and Simulation Tool



### 3.8 People with disabilities population

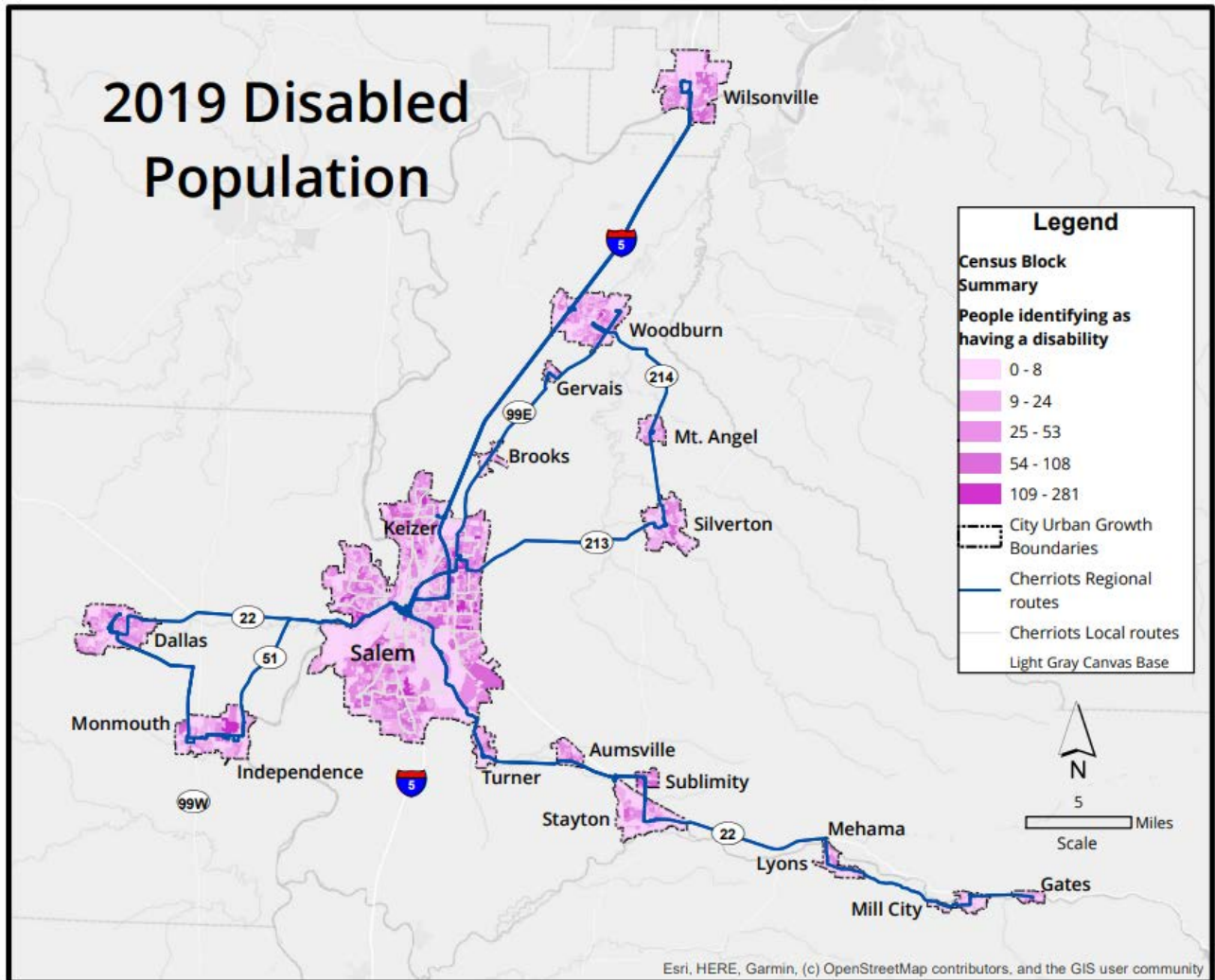
Figure 3-15. People with disabilities within the Salem-Keizer UGB.



Source: Transit Boardings Estimation and Simulation Tool



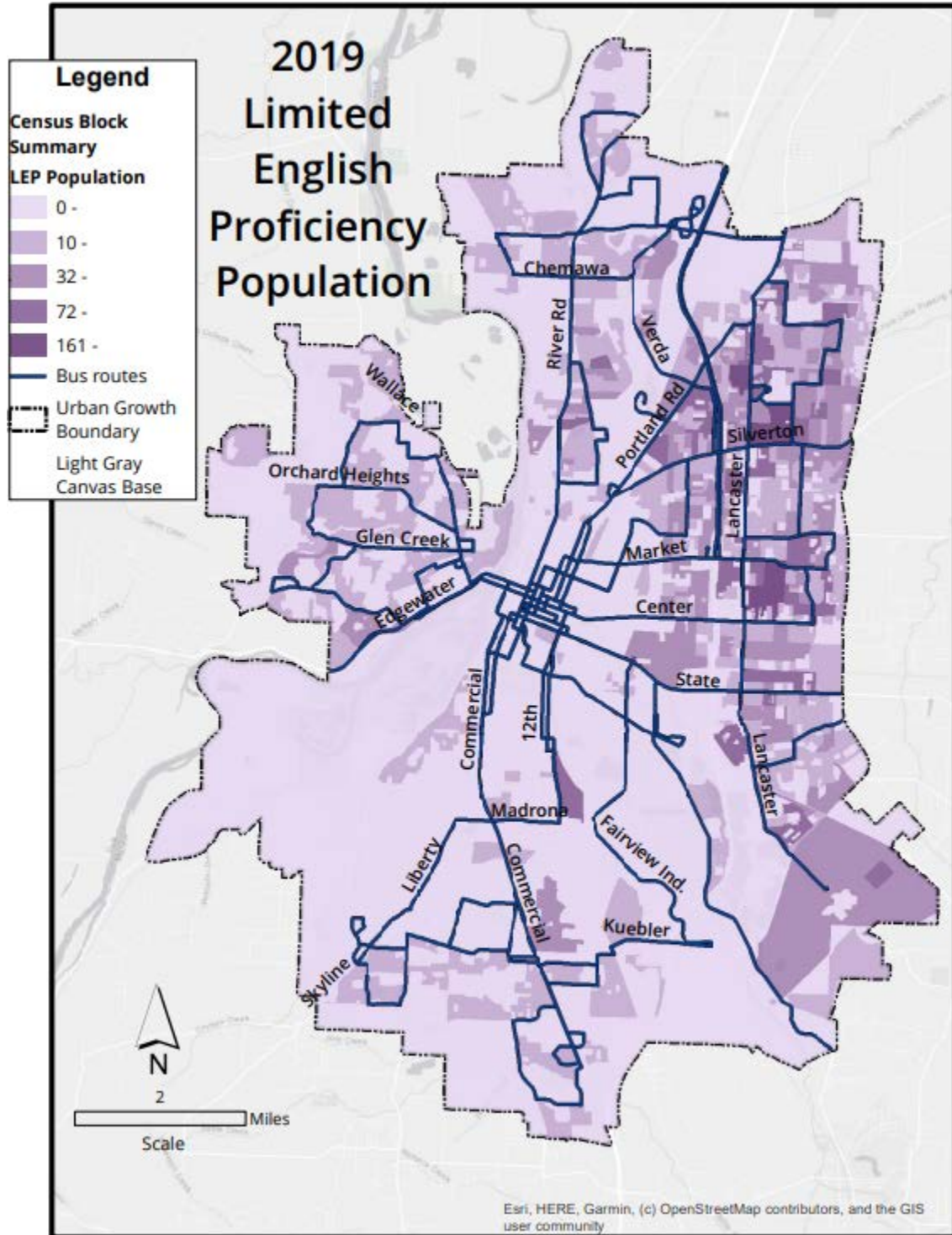
**Figure 3-16.** Population of people with disabilities in regional UGBs served.



**Source:** Transit Boardings Estimation and Simulation Tool

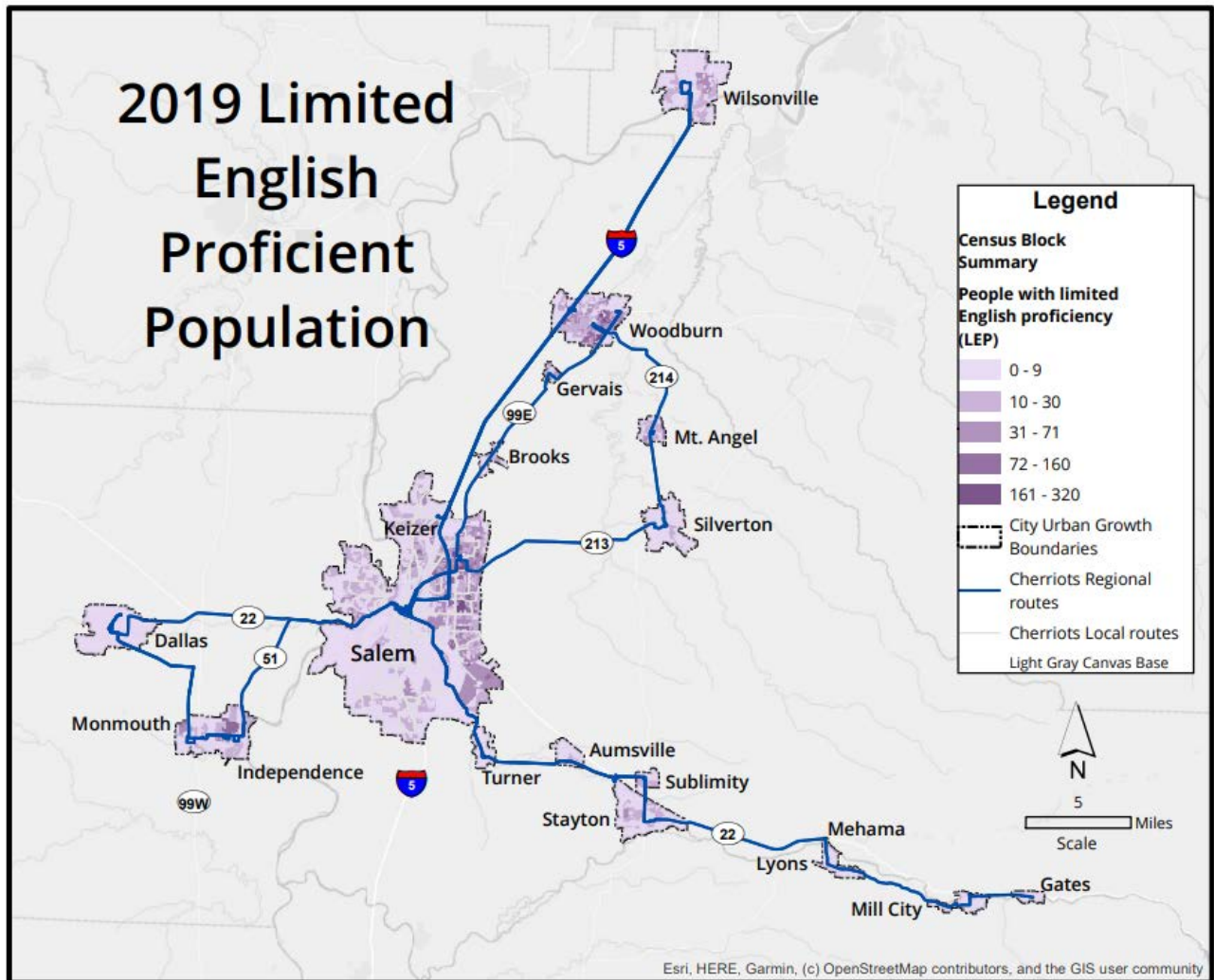
### 3.9 Limited English proficient population

Figure 3-17. People who speak limited English within the Salem-Keizer UGB.



Source: Transit Boardings Estimation and Simulation Tool

**Figure 3-18.** People who speak limited English in regional UGBs served.

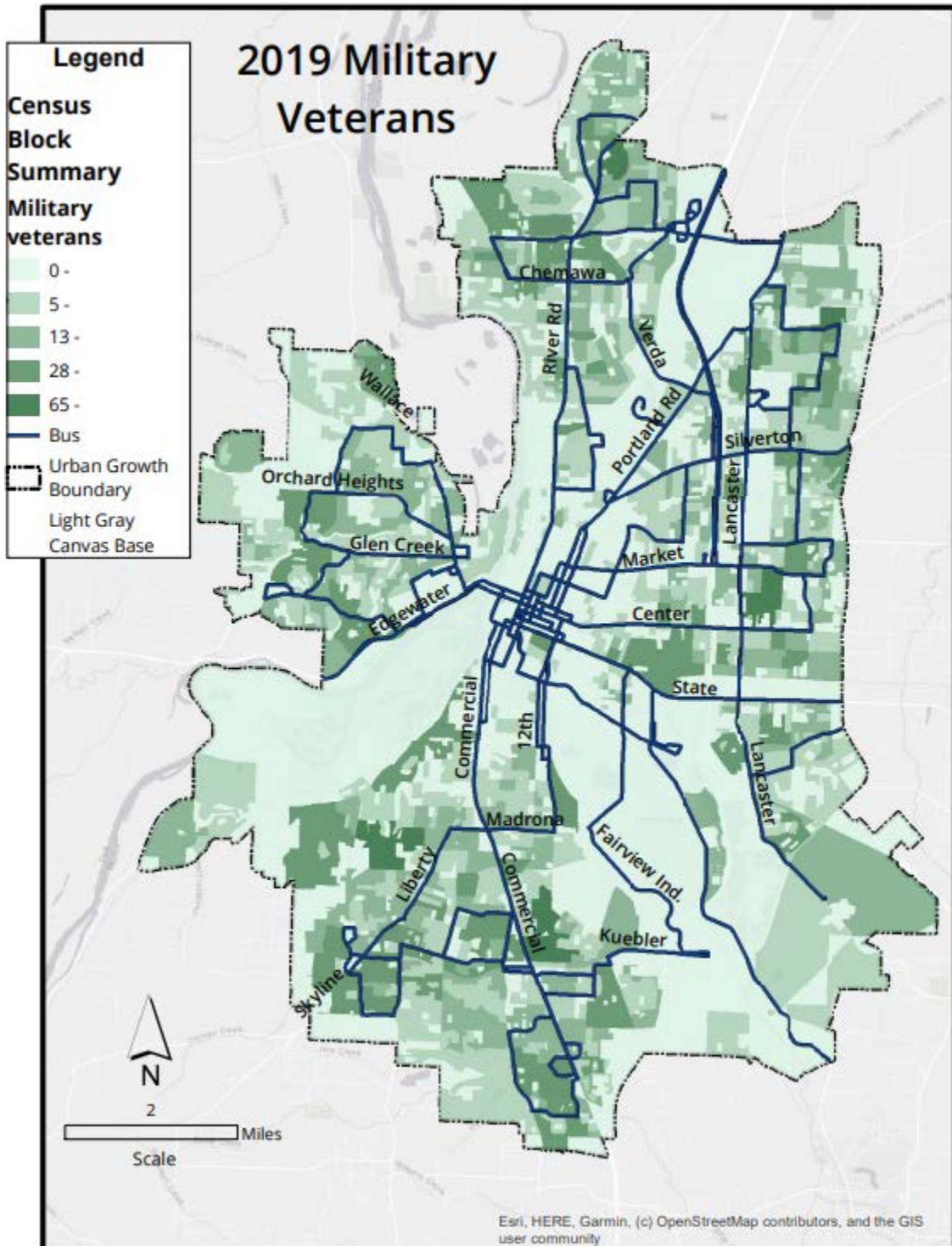


**Source:** Transit Boardings Estimation and Simulation Tool



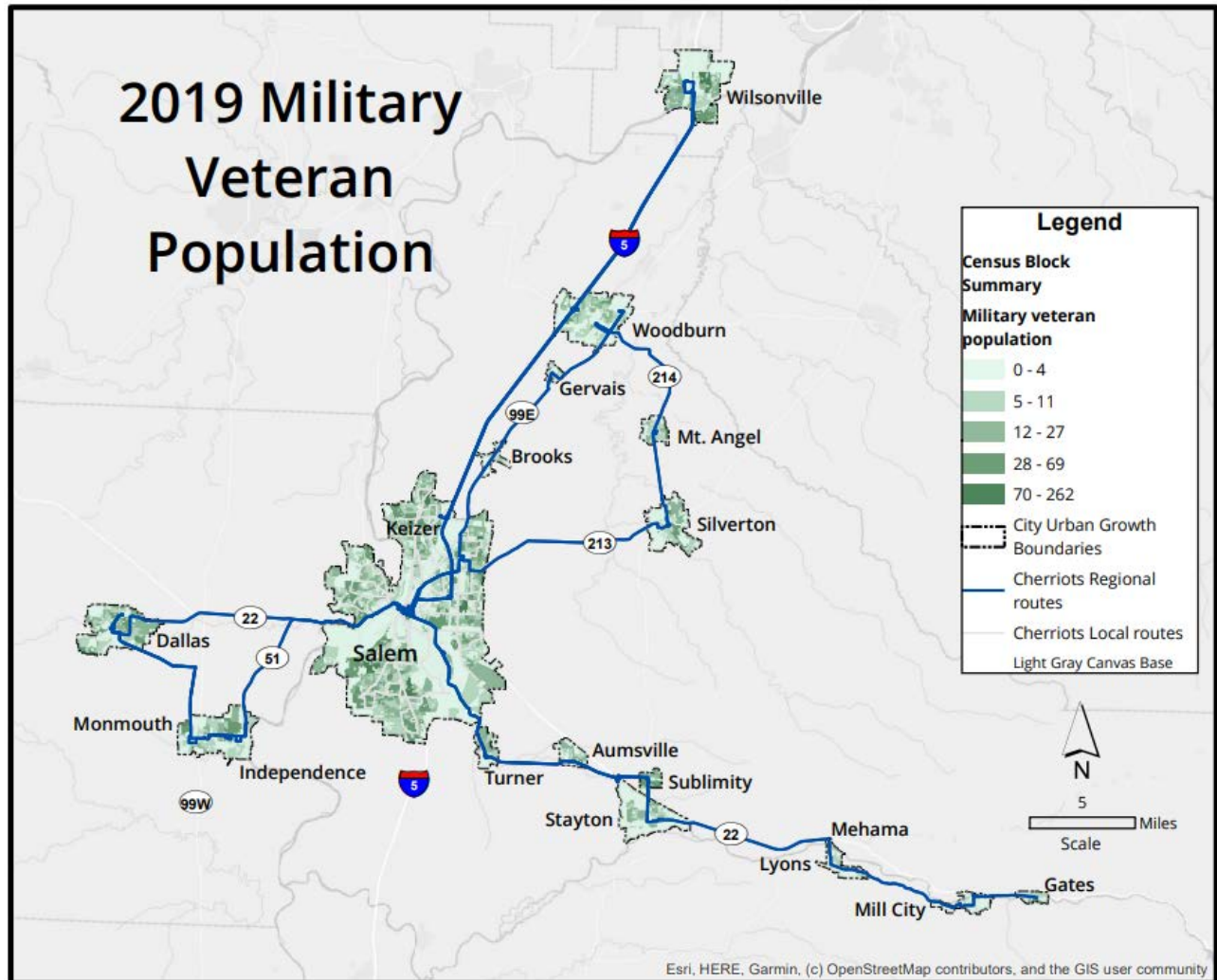
### 3.10 Military veterans

Figure 3-19. Military veterans within the Salem-Keizer UGB.



Source: Transit Boardings Estimation and Simulation Tool

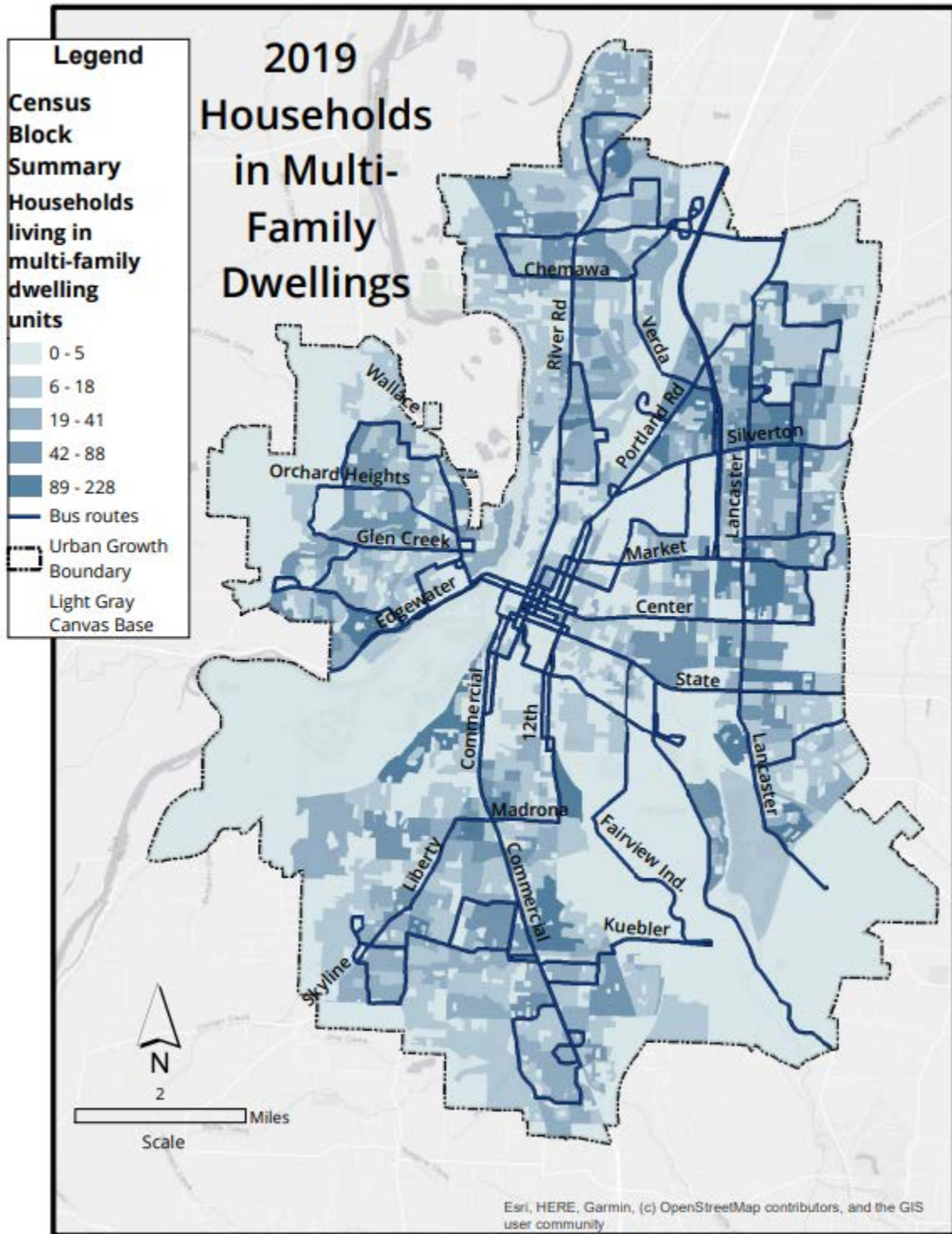
Figure 3-20. Military veterans in regional UGBs served.



Source: Transit Boardings Estimation and Simulation Tool

### 3.11 Multi-family dwellings

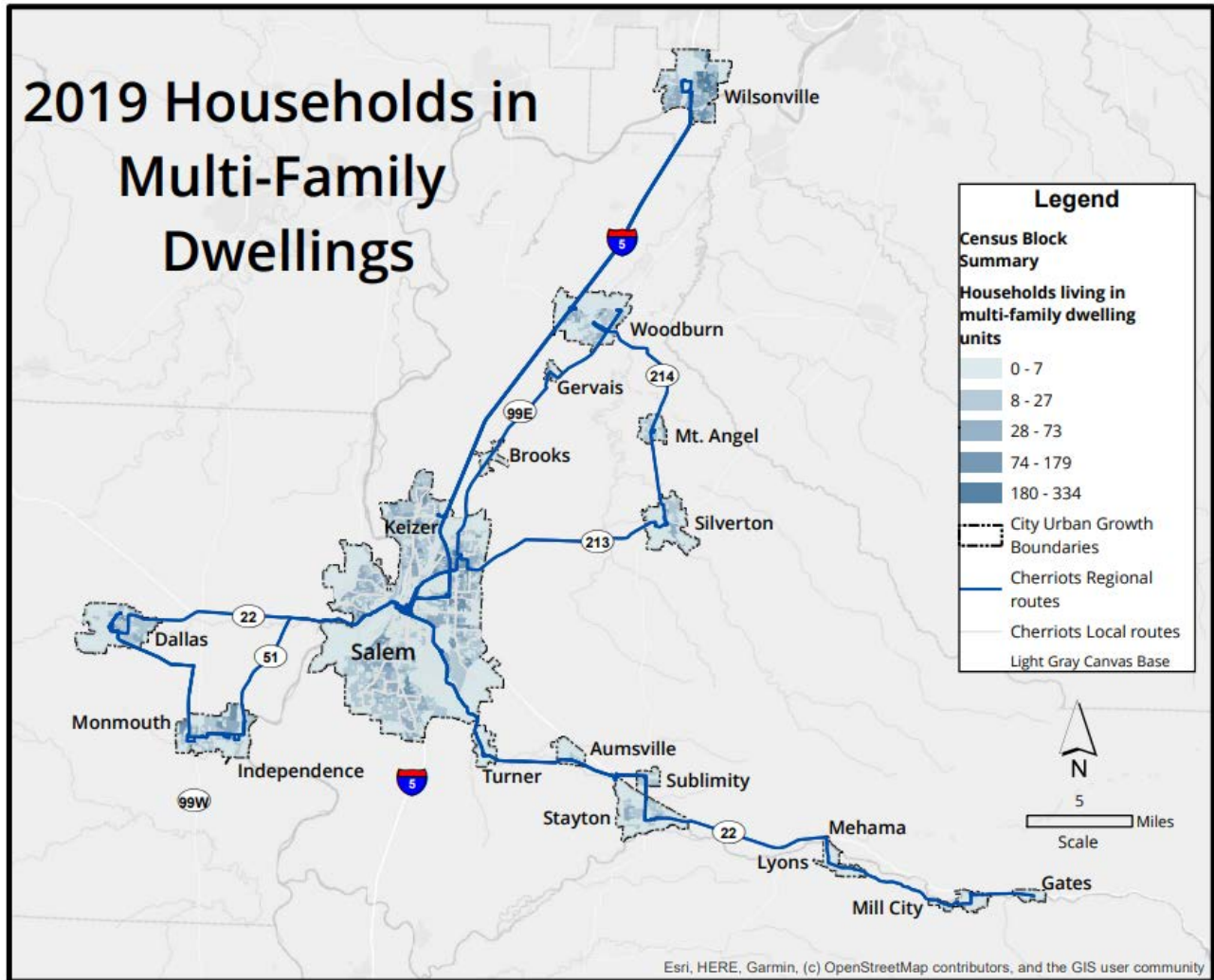
**Figure 3-21.** Households living in multi-family dwellings within the Salem-Keizer UGB.



**Source:** Transit Boardings Estimation and Simulation Tool



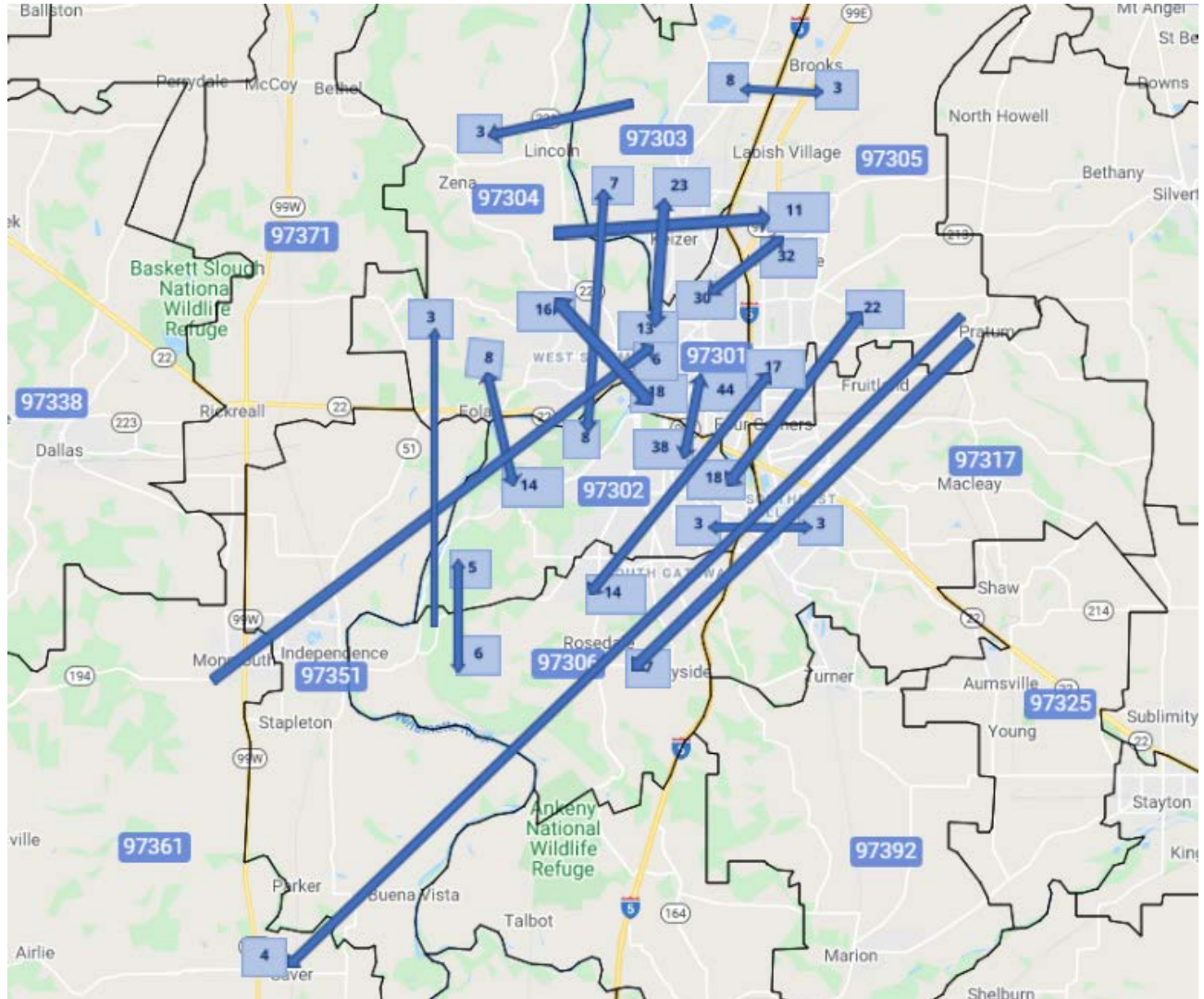
**Figure 3-22.** Households living in multi-family dwellings in regional UGBs served.



**Source:** Transit Boardings Estimation and Simulation Tool

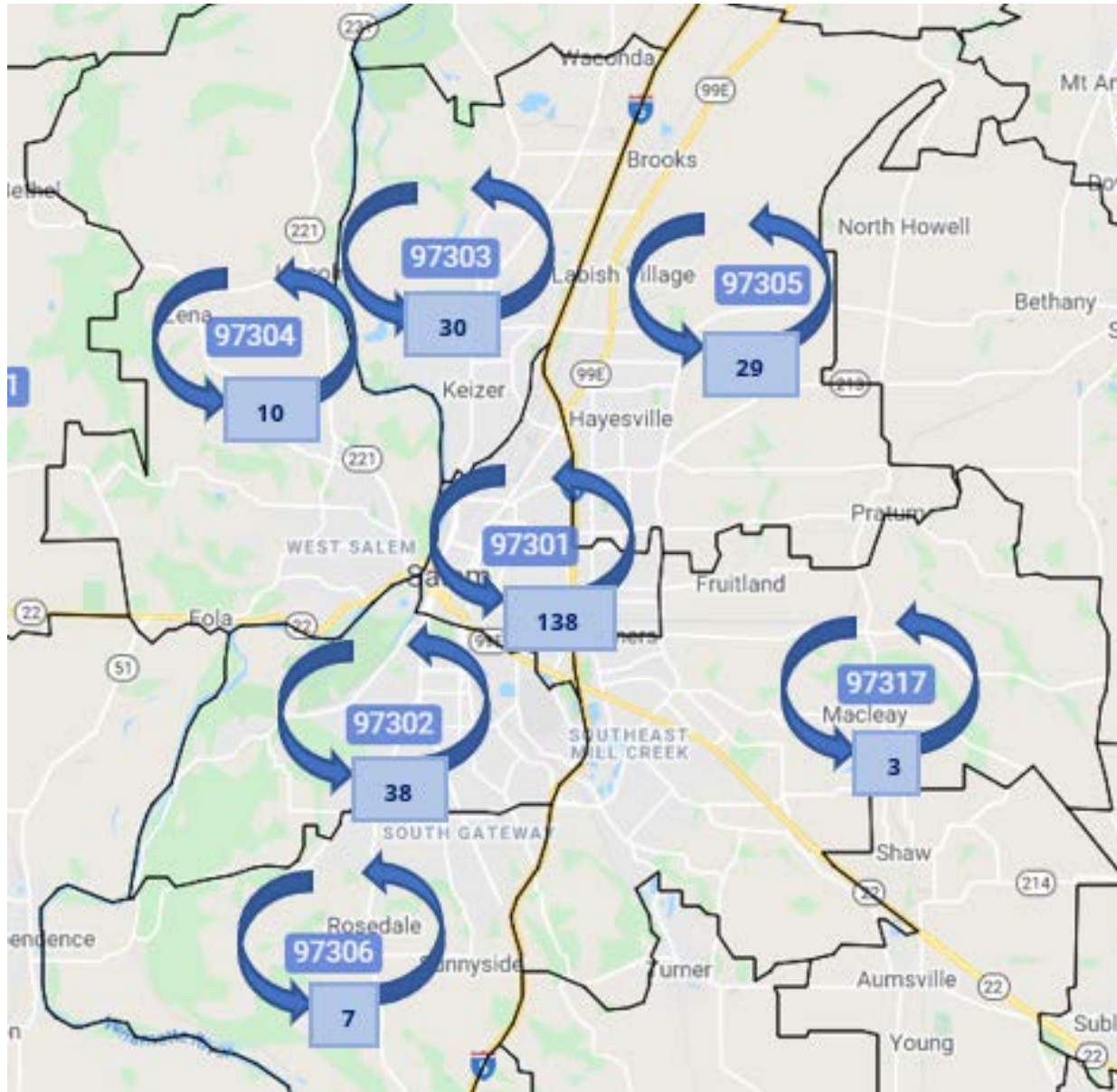
### 3.12 Origin-to-destination travel patterns

**Figure 3-23.** Origin-to-destination patterns for Cherrlots riders in the Salem region, zip code to zip code.



**Source:** Cherrlots 2021 Rider Survey

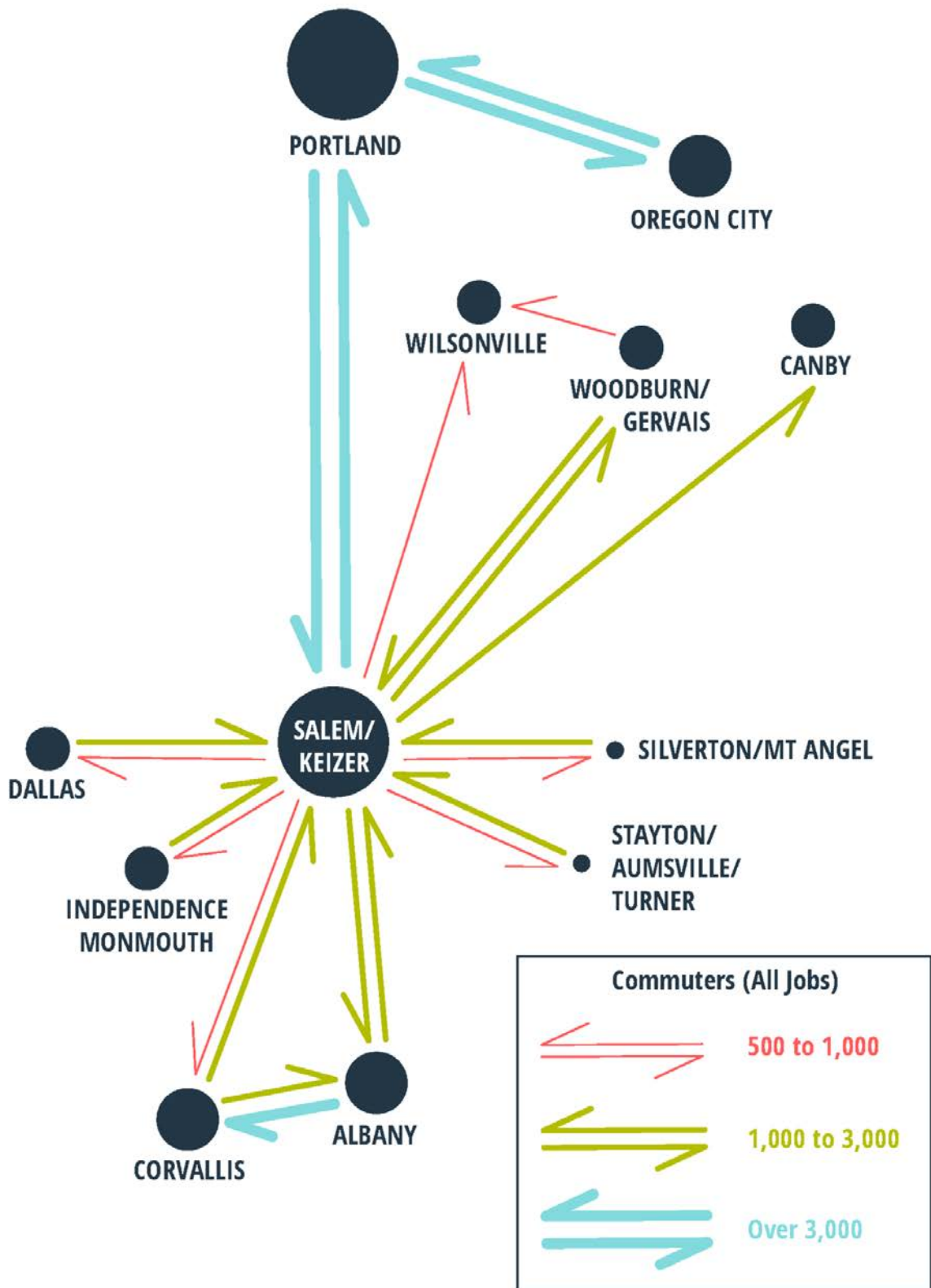
**Figure 3-24.** Origin-to-destination patterns for Cherrlots riders in the Salem region, within the same zip code.



**Source:** Cherrlots 2021 Rider Survey



**Figure 3-25.** Regional commuting patterns for Salem region



Source: LEHD LODES 2019

## 3.13 Changing businesses and development

Not captured in the latest LEHD and ACS data are recent changes to major businesses, as well as recent and planned developments.

### 3.13.1 Changes since 2017

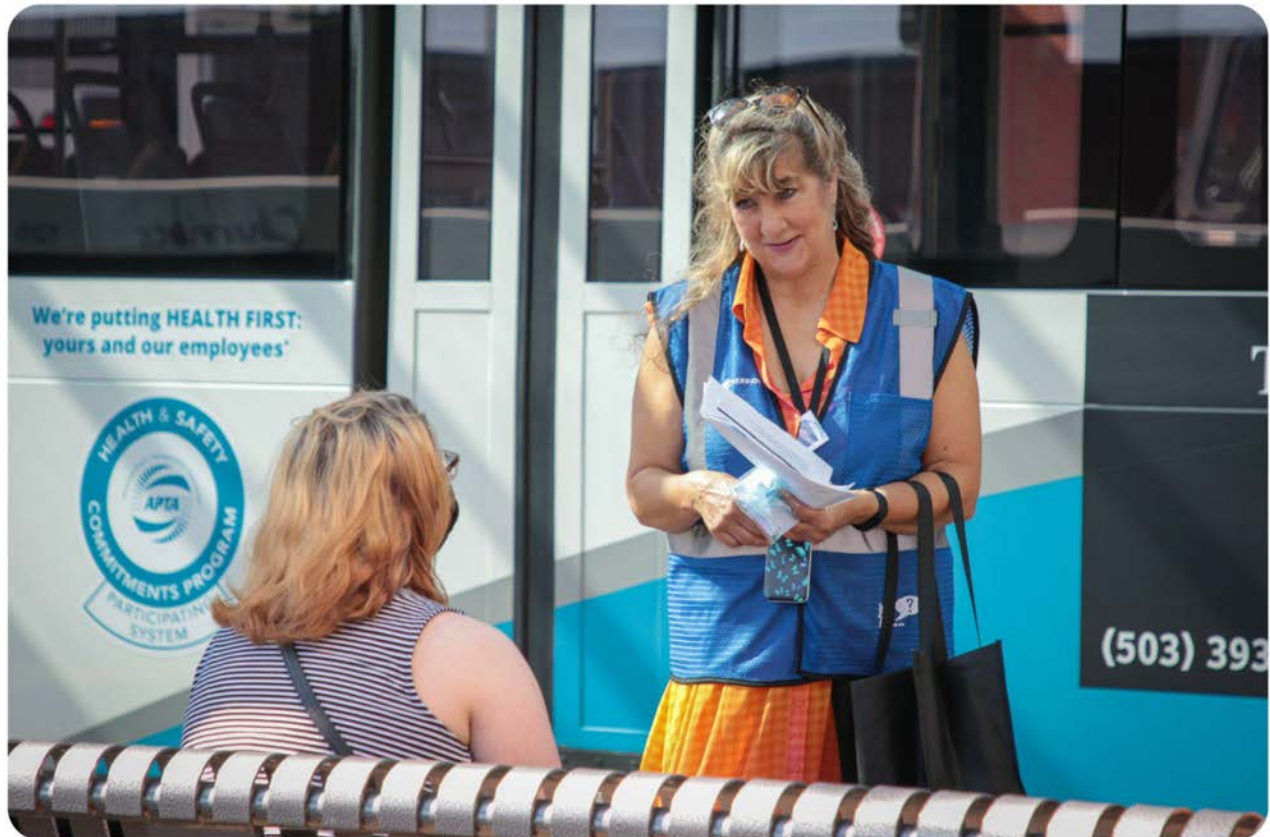
- **Amazon** opened a fulfillment center at 4775 Depot Court SE in the Mill Creek Corporate Center that employs over 1,500 people (Route 11). A distribution center was opened at 5475 Gaffin Rd SE.
- **Walmart by WinCo** opened at 5450 River Road N in Keizer, OR (Route 19).
- **Marion County Health & Human Services** opened a location on Silverton Road south of Beach Avenue (Route 13).
- **New commercial retail space** was developed at the intersection of Glen Creek Road and Wallace Road in West Salem (Routes 26, 27, 16, and 17). It currently includes a dialysis clinic (Davita), a dental office (Gentle Dental), a restaurant (The Woods), a pet supply store (Mud Bay), and a credit union (OnPoint).
- **Costco Wholesale** closed the location on the corner of Hawthorne Avenue SE and Highway 22 and opened a new location on the corner of 27th Avenue SE and Kuebler Boulevard (Route 6).
- **Fairview Refinement Area** is developing with both single and multiple family dwellings as well as mixed-use and commercial properties. This area is in the vicinity of Battle Creek Road SE, Strong Road SE, and Reed Road SE.
- **East Park Estates** is located along Cordon Road NE between State Street and Auburn Road NE. This development includes single and multiple family dwellings as well as commercial retail zoning. Greencrest Street NE is extended through the development, creating a new north-south connection between State Street and Auburn Road NE inside the urban growth boundary.
- **Northstar development** is a subdivision consisting mostly of single family homes, but with some multiple family dwellings as well. It is located at the north end of Salem between Kale Street NE and Hazelgreen Road NE, west of Cordon Road NE.
- **Macleay Road SE, Caplinger Road SE, Gaffin Road, and Whitaker Drive SE** (west of Cordon Road SE) is continuing to be developed with new multiple family housing.

### 3.13.2 Planned changes

- **Mill Creek Corporate Center** will be expanding with more industrial and commercial developments along Mill Creek Drive SE and Truax Drive SE.
- **Gaia Street SE** is proposed to connect through to Culver Drive SE. The properties along Gaia are zoned for industrial and commercial purposes. Cherriots has been in contact with the City of Salem regarding two stop pairs at either end of Gaia, but it is unclear at this time when the street improvements will take place.
- **Southwest corner of Boone Road SE and 36th Avenue SE** - Applications recently filed with the City of Salem on this property include multiple family, commercial retail, and storage developments.
- **Northeast corner of 27th Avenue SE and Boone Road SE** is proposed to include a variety of developments, including mixed-use (retail plus multiple family), commercial retail, commercial business, and lodging (hotel).
- **Vacant land around 27th Avenue SE and Marietta Street SE** is available for development. On the west side of 27th there have been proposals for a multiple family development and a subdivision of single family homes. There are currently no proposals for the east side of 27th, however, the City has expressed their desire to eventually close the 27th Avenue SE at Strong Rd SE intersection, leaving Marietta as the connecting street from 27th to Fairview Industrial Drive.
- **Battle Creek Road SE, south of Kuebler Boulevard**- There are currently three developments in various stages of application for this area. One is proposed to be a senior community development located near the intersection with Boone Road SE. Another development is proposed between Foxhaven Drive SE and Eastlake Drive SE and would include a low-income and low-income senior multiple family development. Between Terra Cotta Drive SE and Landau Street SE, a single family subdivision is proposed. This subdivision would include an extension of Fabry Road SE, connecting Commercial Street SE to Battle Creek Road SE.
- **Mildred Lane S/SE** will likely continue being extended westward, eventually connecting with Skyline Road S. Many applications for both single and multiple family developments have been submitted to the City of Salem for properties along all sections of Mildred Lane S/SE.



- **Orchard Heights Road NW** - Future land use changes for properties along Orchard Heights Road NW have included senior living, single and multiple family housing, and neighborhood hub/mixed use developments. Most of these developments are expected to be in the vicinity of the intersection with Doaks Ferry Road NW and further west of there.
- **Marine Drive** is planned to connect at Glen Creek Road NW near the entrance to Wallace Marine Park and run parallel to Wallace Road NW. The City is proposing to include a section of Marine Drive (from Taybin Road NW to Harritt Drive NW) in the 2022 bond measure.
- **Intersections planned to be signaled:**
  - Commercial Street SE and Ratcliff Drive SE
  - Auburn Road NE and Cordon Road NE
  - State Street and Greencrest Street NE
  - Davis Road S and Liberty Road S
  - Liberty Road S and Mildred Lane SE
  - Liberty Street NE and Union Street NE
  - Lancaster Drive NE and Portland Road NE



## 4. Rider, community, and employee engagement

In October and November of 2021, Cherriots engaged a consultant to conduct an on-board rider survey. The main purpose of this survey was to collect origin, destination, and fare information from current Cherriots riders. However, it also included an open-ended question asking riders what would make Cherriots better.

In December of 2021 and January of 2022, the first round of public outreach for the Long Range Transit Plan project was completed. This outreach also included a survey with questions asking for input on how Cherriots services should be improved in the future. This survey targeted both riders and non-riders, community stakeholders and organizations, as well as historically under-represented minority groups.

Answers to the questions asked in the above described surveys were consolidated, categorized, and ranked for use in this needs assessment. Also included are comments from the public and internal staff received at random by Cherriots Planning staff over the past four years. The results are detailed in the following subsections of this report.

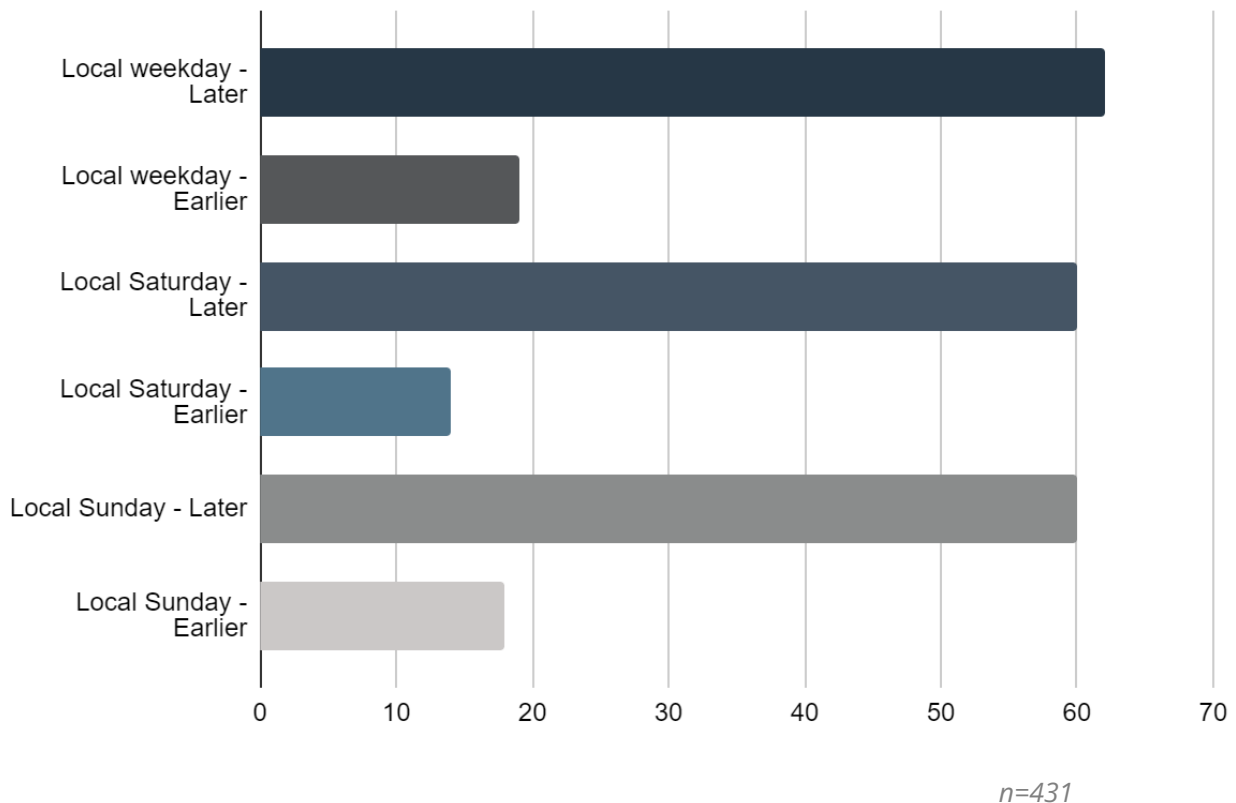
## 4.1 Span of service (431 comments)

The most frequently requested service improvements were related to increasing the span of service. Later evening service received 314 comments while earlier morning service received 95 comments. Only 18 comments requesting a 24-hour span of service were received. Most comments specified between Cherriots Local and Cherriots Regional services. However, there were 52 of these comments that did not specify whether their request for later or earlier service was for Cherriots Local or Cherriots Regional.

### 4.1.1 Cherriots Local

It is important to note that the surveys conducted took place during a period of reduced local weekday service, when buses were only operating until 9 p.m. This is two hours shorter than the pre-pandemic local weekday span of service which ended at 11 p.m. So, it's not surprising that 62 requests for later evening weekday local service were received. Therefore, the need for later evening weekday local service should be re-evaluated after it is restored to the full pre-pandemic level.

**Figure 4-1.** Span of service comments for Cherriots Local

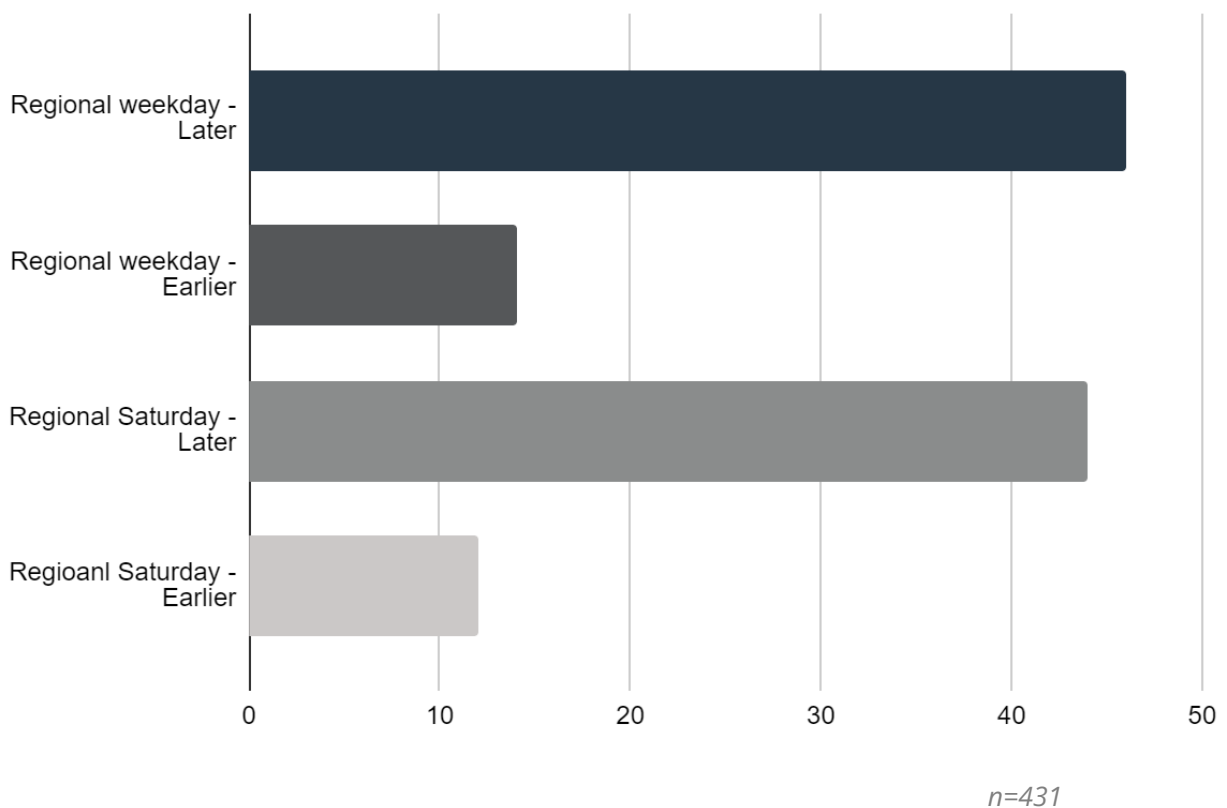


A total of 120 comments were received related to later evening service for Cherriots Local on Saturdays and Sundays. A total of 51 comments were received related to earlier morning service for Cherriots Local weekday, Saturday, and Sunday service.

### 4.1.2 Cherriots Regional

A total of 90 comments were received requesting an increase in the span of service for Cherriots Regional on weekdays and Saturdays. Cherriots Regional does not currently operate on Sundays or holidays.

**Figure 4-2.** Span of service comments for Cherriots Regional



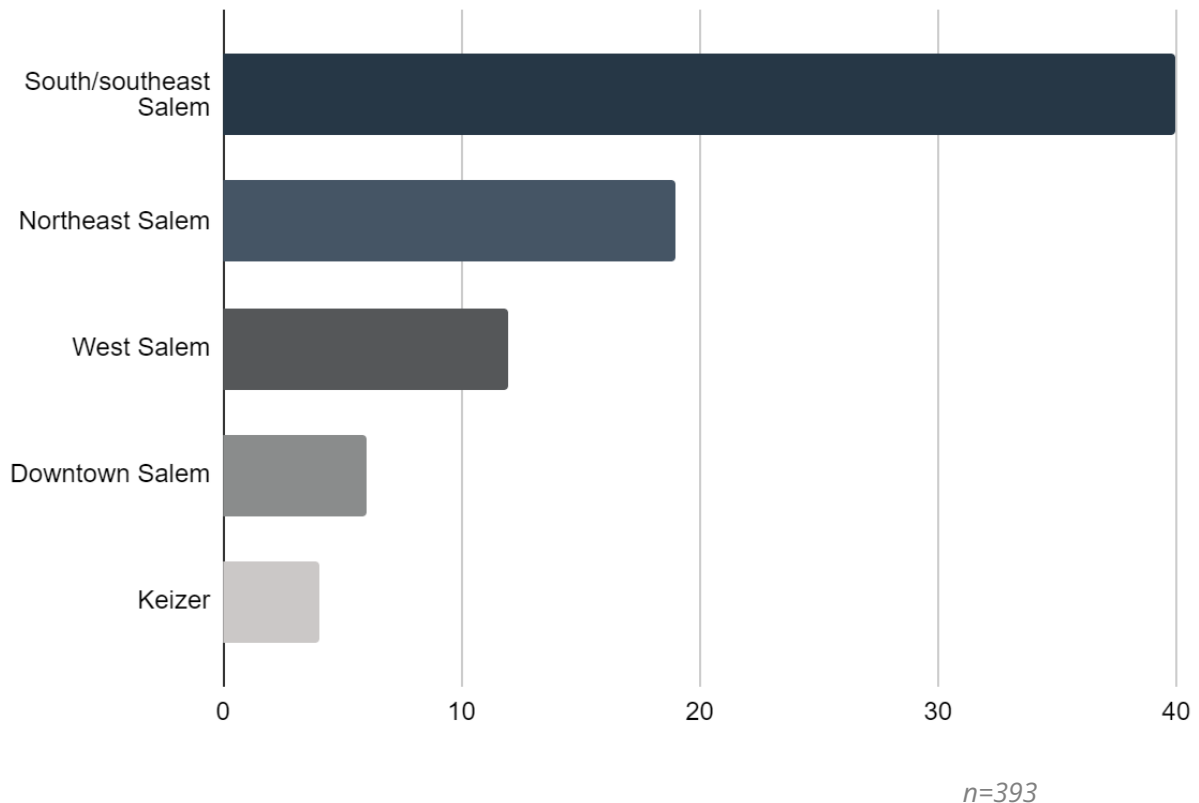
## 4.2 Service expansion (393 comments)

The second most frequently requested service improvements were related to expanding service. This includes new routes serving new areas, extending existing routes to cover new areas, and adding stops along existing routes.

### 4.2.1 New service areas

Comments received related to expanding service in the Cherriots Local service area totaled 103. The most requested areas for service expansions in the south/southeast Salem region were the Turner Road Walmart (15) and River Road S (9). For northeast Salem, the most requests were for D St NE (5) and the Hayesville area (5). In West Salem, most requests were for extending the existing routes farther west and/or north (10).

**Figure 4-3.** New service areas for Cherriots Local



For Cherriots Regional, 81 comments were received related to expanding service into new areas. North Marion County had 19 comments with Silver Falls ranking highest as a destination with 12 comments.

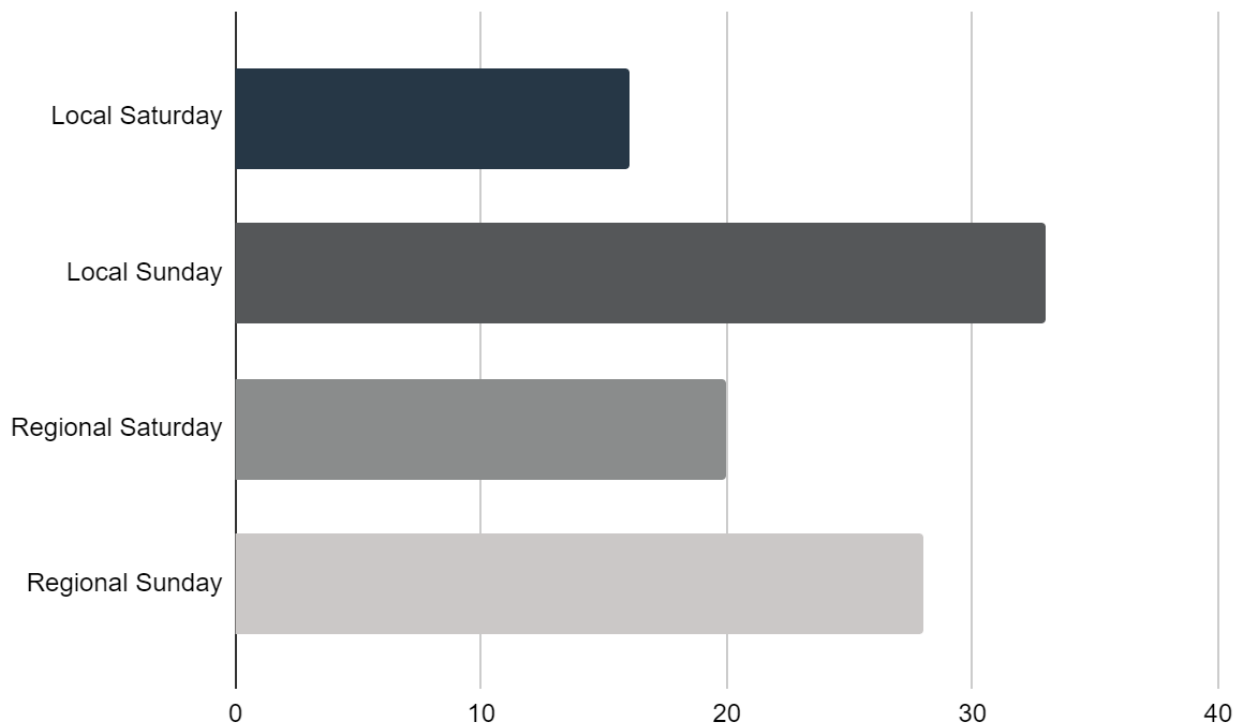
Other comments not specific to a particular geographic area were received for both local and regional service expansions. These comments referred to destinations generally, such as neighborhoods (24), shopping (4), and employment (7).

### 4.2.2 Weekend service

Weekend service is an area for greater scrutiny as it is relatively new for Cherriots. Saturday service was implemented in September of 2019 after a 10 year hiatus and Sunday service began for the first time in Cherriots history in September of 2021. Both service levels were implemented as a backbone for which to build upon. Currently, not all local and regional routes operate on weekends, and regional service does not operate at all on Sundays.

A total of 97 comments were received related to expanding service by operating more existing routes on weekends, both local and regional. Adding existing local routes on Sundays had the most comments (33) followed by adding existing regional routes on Sundays (28).

**Table 4-4.** Requests for weekend service expansion



n=393



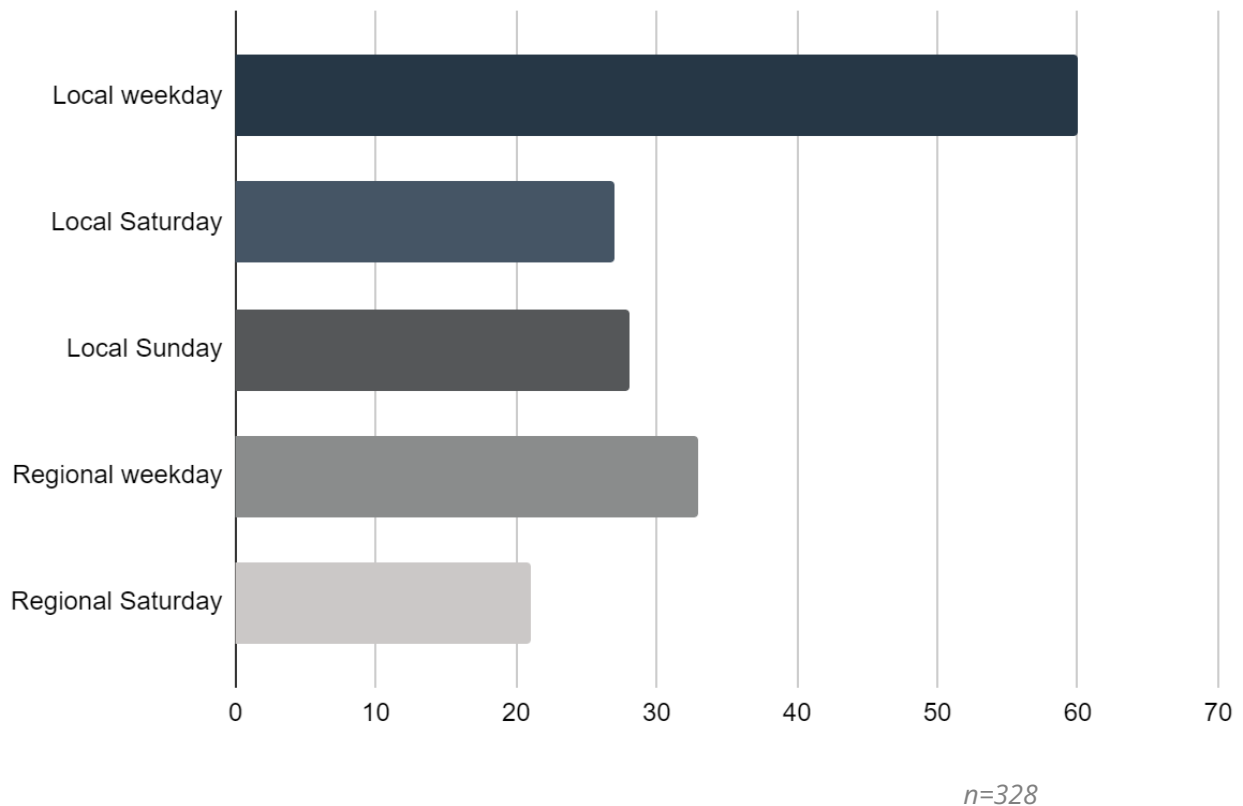
Comments requesting more stops along existing routes totaled 66 for local and 28 for regional. The most requested general destination for both services was shopping (13 total comments).

### 4.3 Frequency Improvements (328 comments)

The majority of comments related to frequency improvements (156) were not specific to local or regional service, but simply referred to it generally (e.g., buses should come more often; less time between buses). However, a total of 115 comments specifically mentioning Local service and 54 mentioning regional service were received.

It is important to note that the surveys were conducted during a time when local weekday service frequencies were somewhat reduced. Therefore, weekday service frequency for Cherrits Local should be re-evaluated after it is restored to the full pre-pandemic level.

**Table 4-5.** Frequency improvements for local and regional service

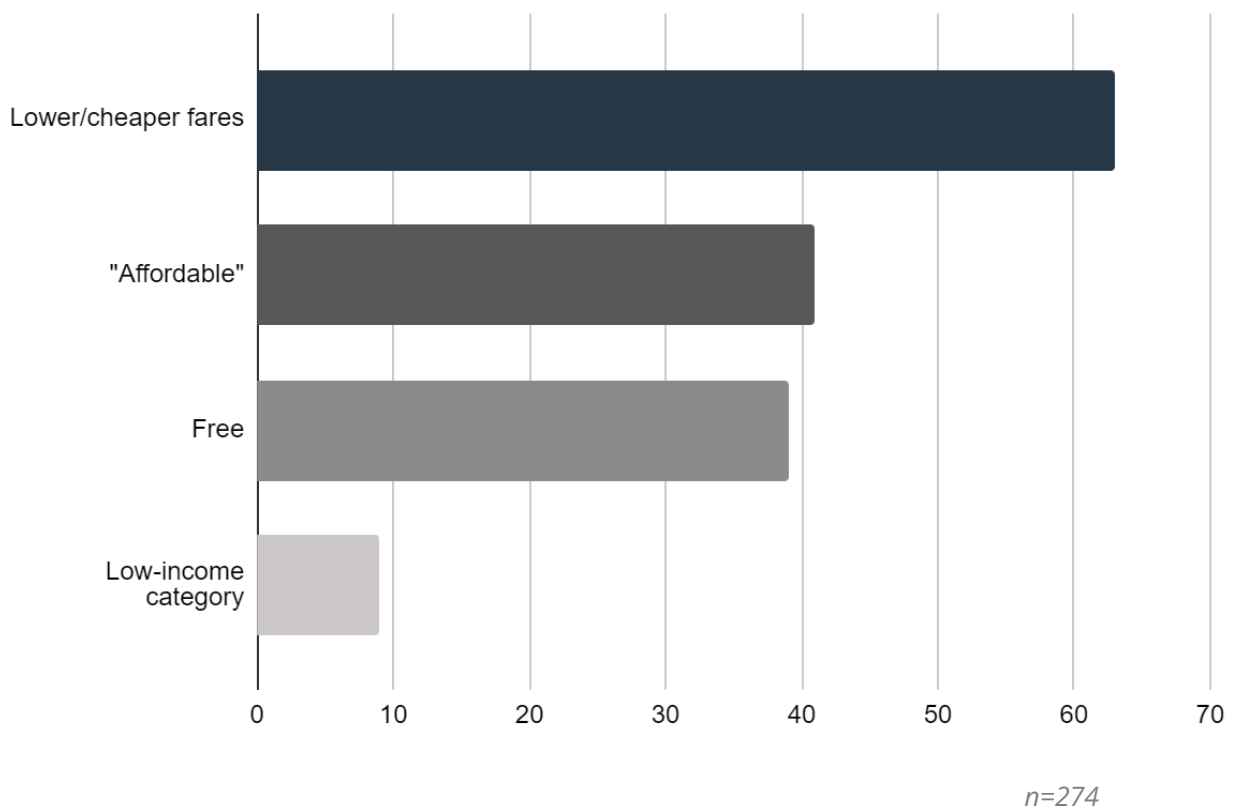


## 4.4 Fares and fare technology (274 comments)

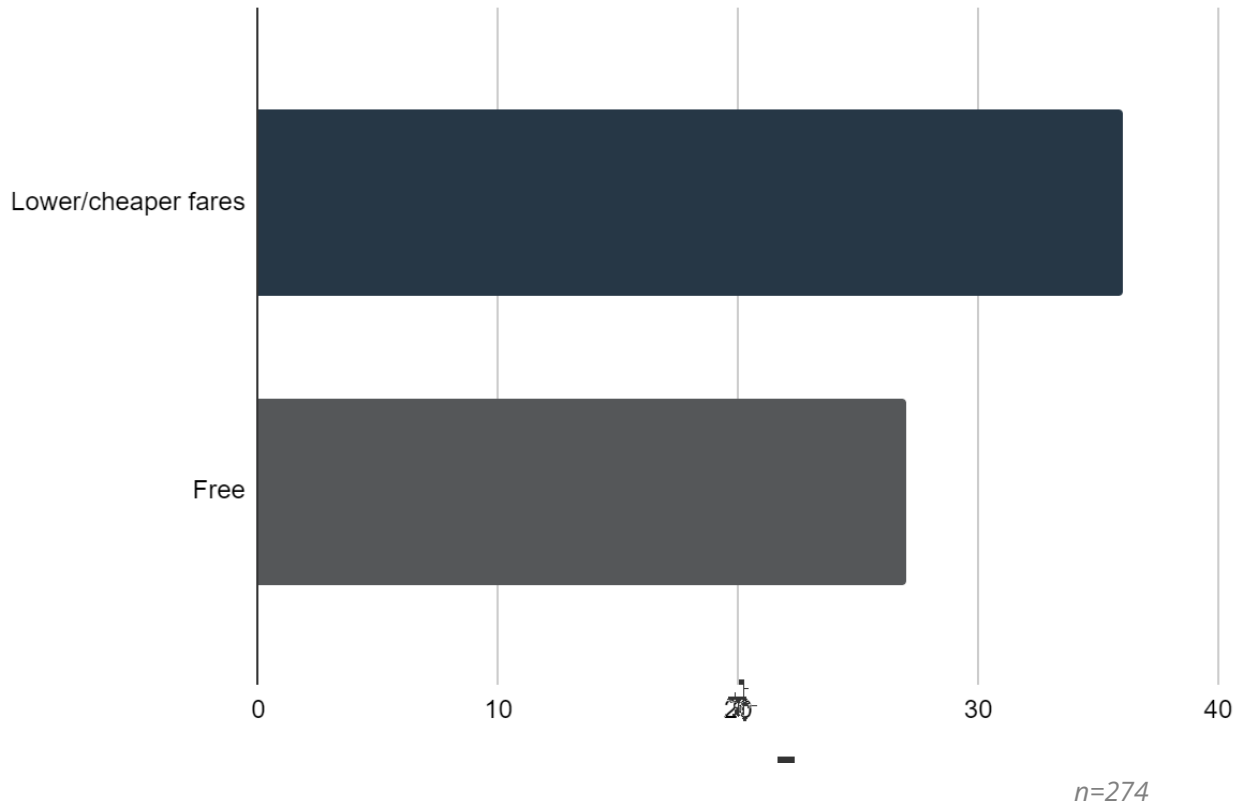
Fares and fare technology was another category of interest as Cherrriots looks to deploy its first ever contactless fare payment system in the near future. Adjacent to that project is the Fares Analysis which is a process undertaken every two years to evaluate and adjust the fare rates and categories as necessary.

The most common requests regarding the Cherrriots Local fare structure were for lower/cheaper fares (63), free (39), and "affordable" fares (41). Only nine comments mentioned adding a low-income fare category. This is surprising, considering it was among the more consistent comments made in the previous needs assessment. Comments regarding lower/cheaper and free fares were also received for the Cherrriots Regional fare structure.

**Table 4-6.** Fare structure for Cherrriots Local service

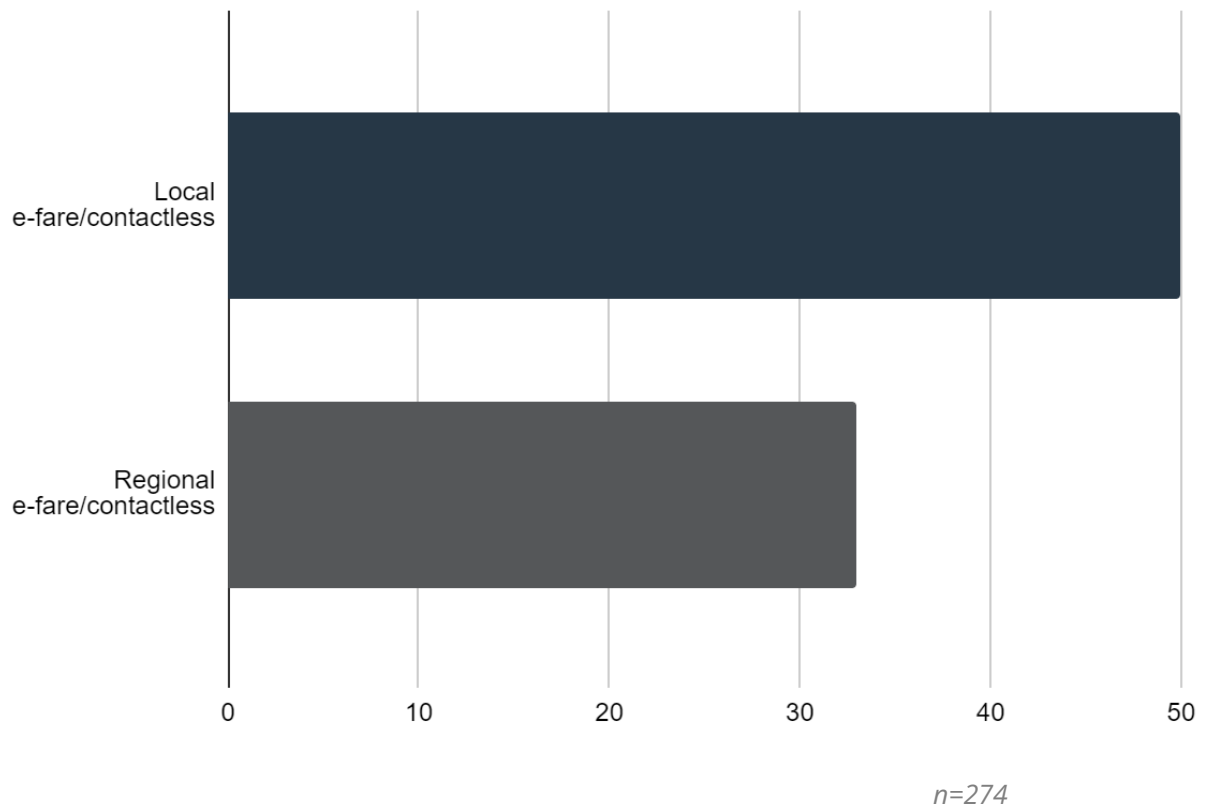


**Table 4-7.** Fare structure for Cherriot's Regional service



The majority of comments related to fare technology were in support of an electronic (e-fare)/contactless fare payment system. These comments were received for both local and regional services. Cherriots is currently working with Cubic | Delorrock to implement a contactless fare payment system on all buses.

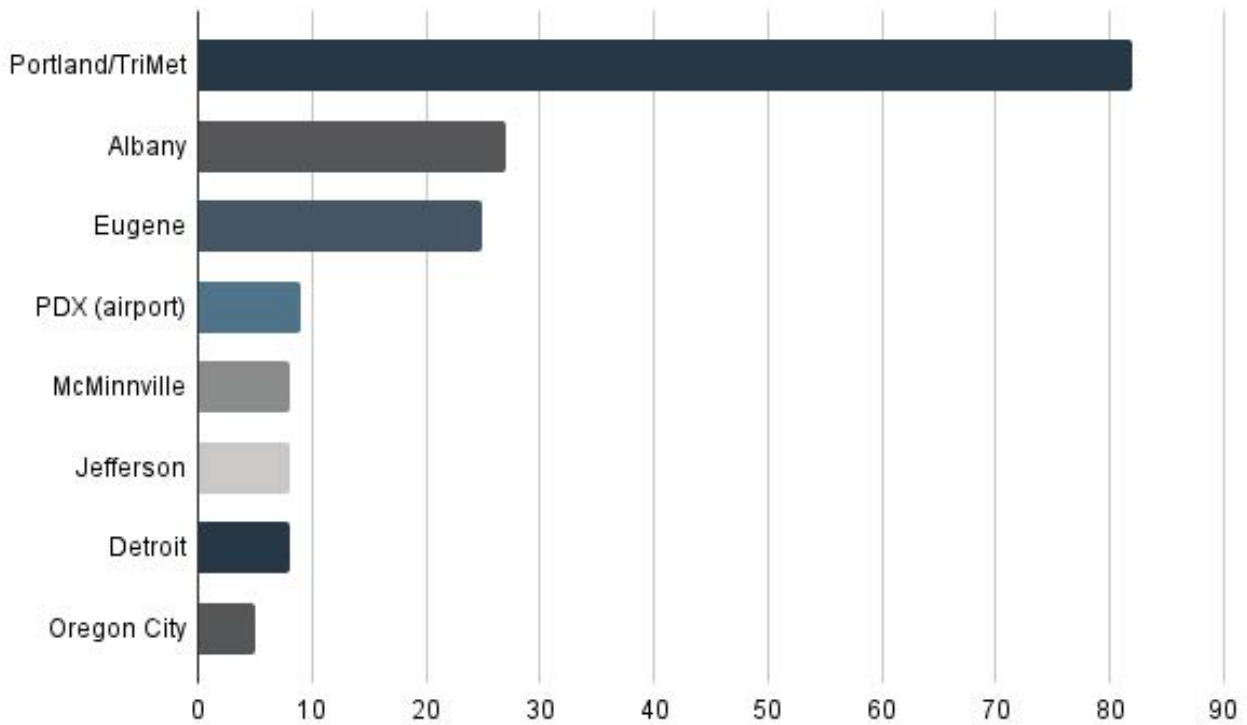
**Table 4-8.** Fare technology for Cherriots Local and Cherriots Regional services



## 4.5 Intercity requests (216 comments)

Cherriots Regional already connects riders to many other communities in Marion and Polk counties. However, there were many comments related to connections to places Cherriots does not currently go. Portland/TriMet was the number one requested connection (82), followed by Albany (27) and Eugene (25). Table 4-9 includes the places mentioned five times or more. Several other places were mentioned as well, however, the majority of them were mentioned just once.

**Table 4-9.** Intercity requests

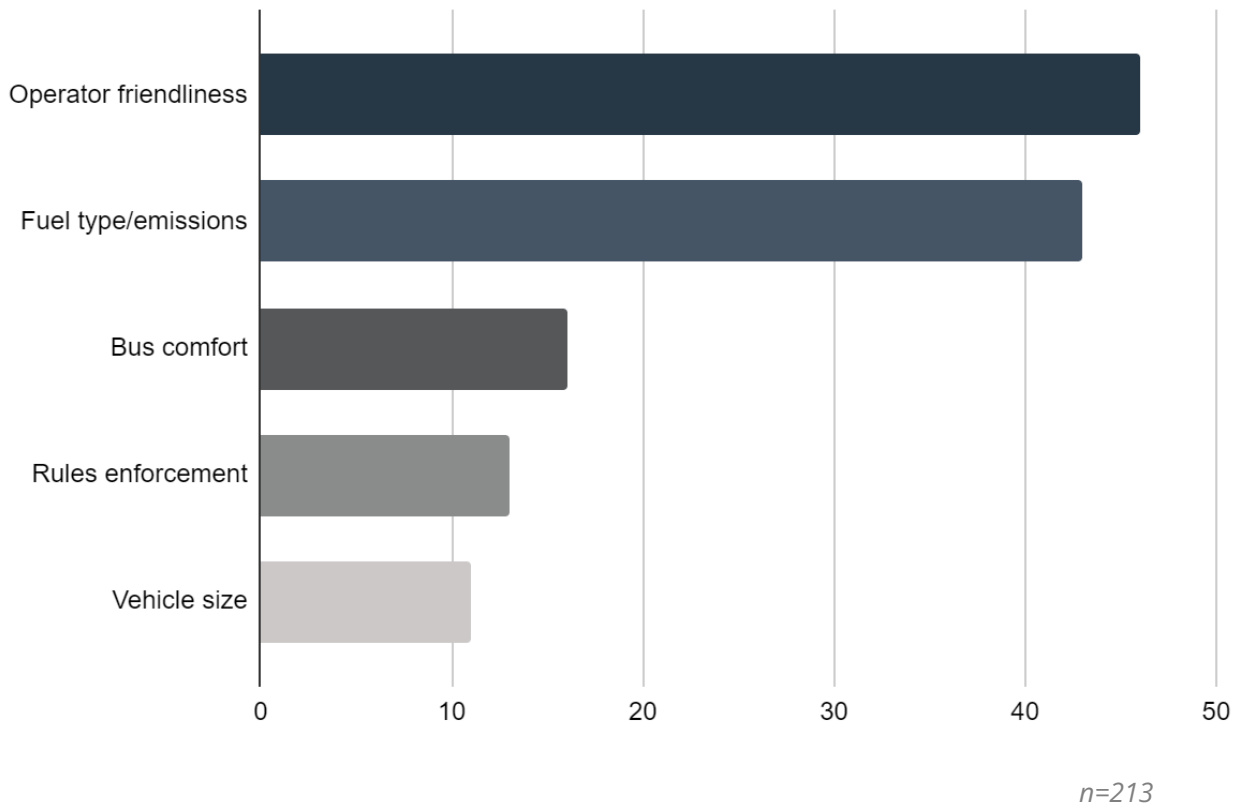


*n=216*

## 4.6 Local and regional operations (213 comments)

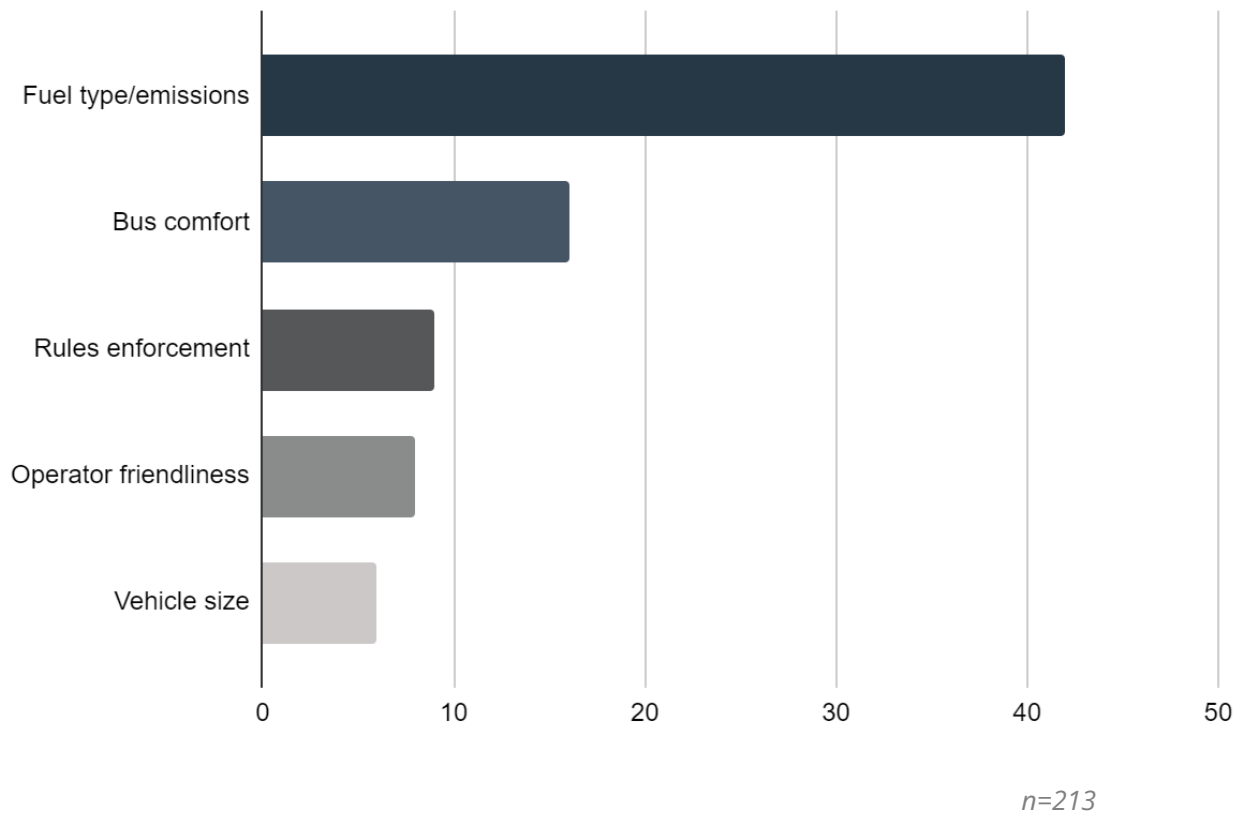
This category is focused on the day-to-day operations of the local and regional services. Comments related to operator friendliness were for the most part expressed either as a priority in a person's transit experience or as something to be improved. Vehicle size refers to the idea of right-sizing vehicles to the areas and distances they serve. Comments for both larger and smaller vehicles were received. A comfortable ride was mentioned equally for both local and regional buses. Vehicle fuel type/emissions was mentioned as a priority for the future of Cherriots fleet. Comments related to the enforcement of rules for both riders and operators, such as stowing strollers appropriately and meeting timepoints, were also received in this category.

**Table 4-10.** Local operational comments





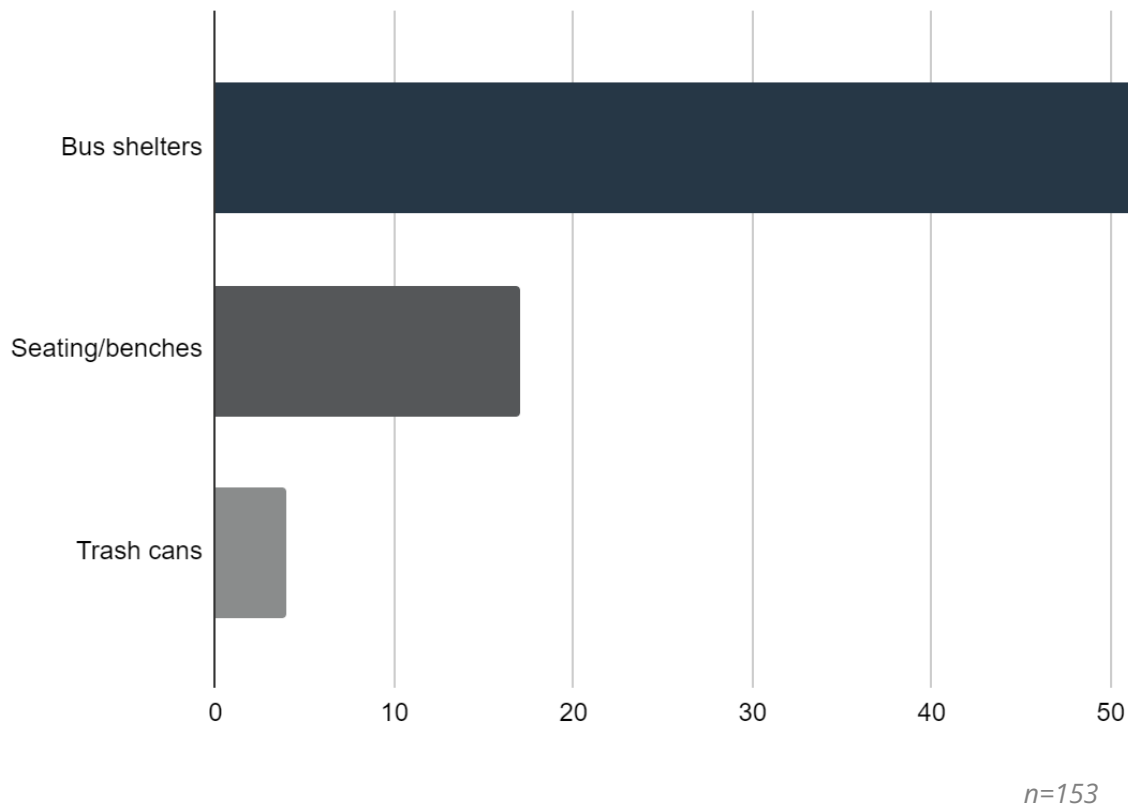
**Table 4-11.** Regional operational comments



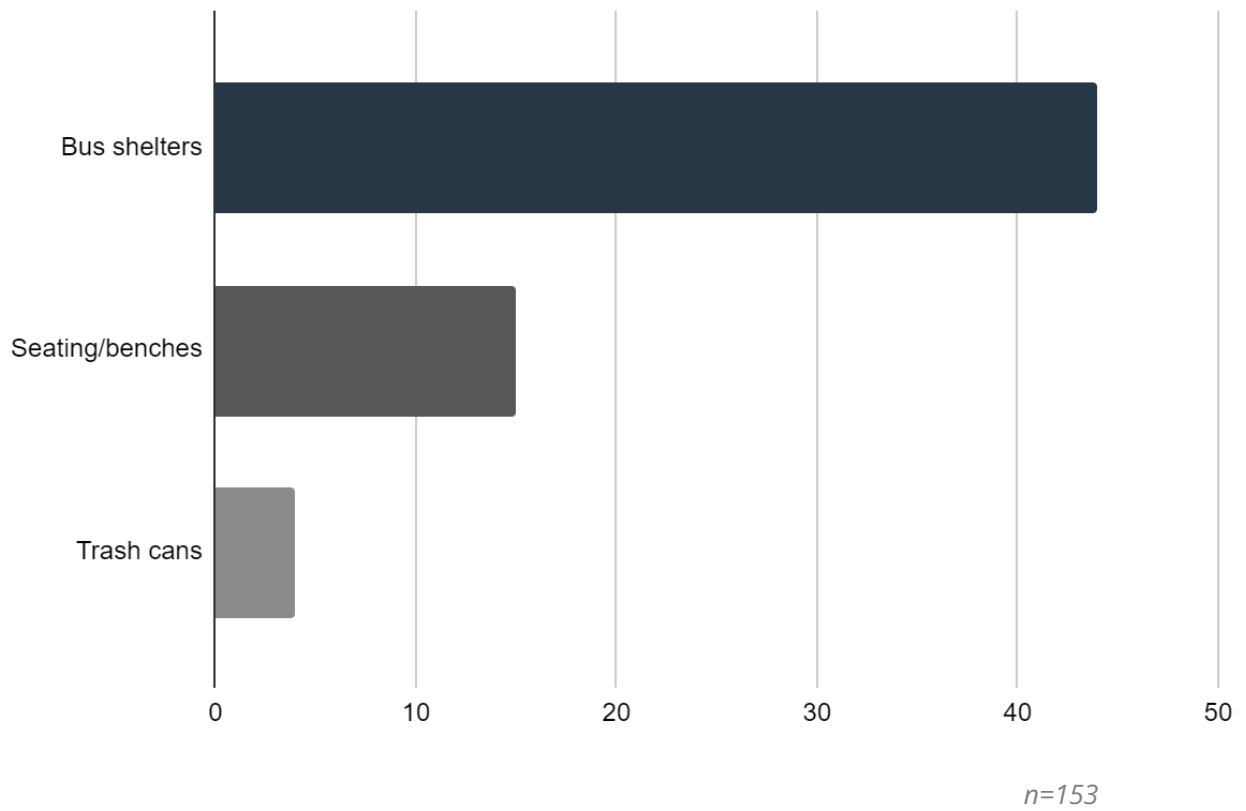
## 4.7 Bus stop amenities (153 comments)

This category mostly includes comments related to bus shelters, seating, and trash cans at both local and regional bus stops. Most comments did not include specific locations for these amenities, but rather advocated for more amenities in general or system wide. A few comments were received referring in general to ADA accessibility (5) and lighting (6).

**Table 4-12.** Local system bus stop amenities



**Table 4-13.** Regional system bus stop amenities

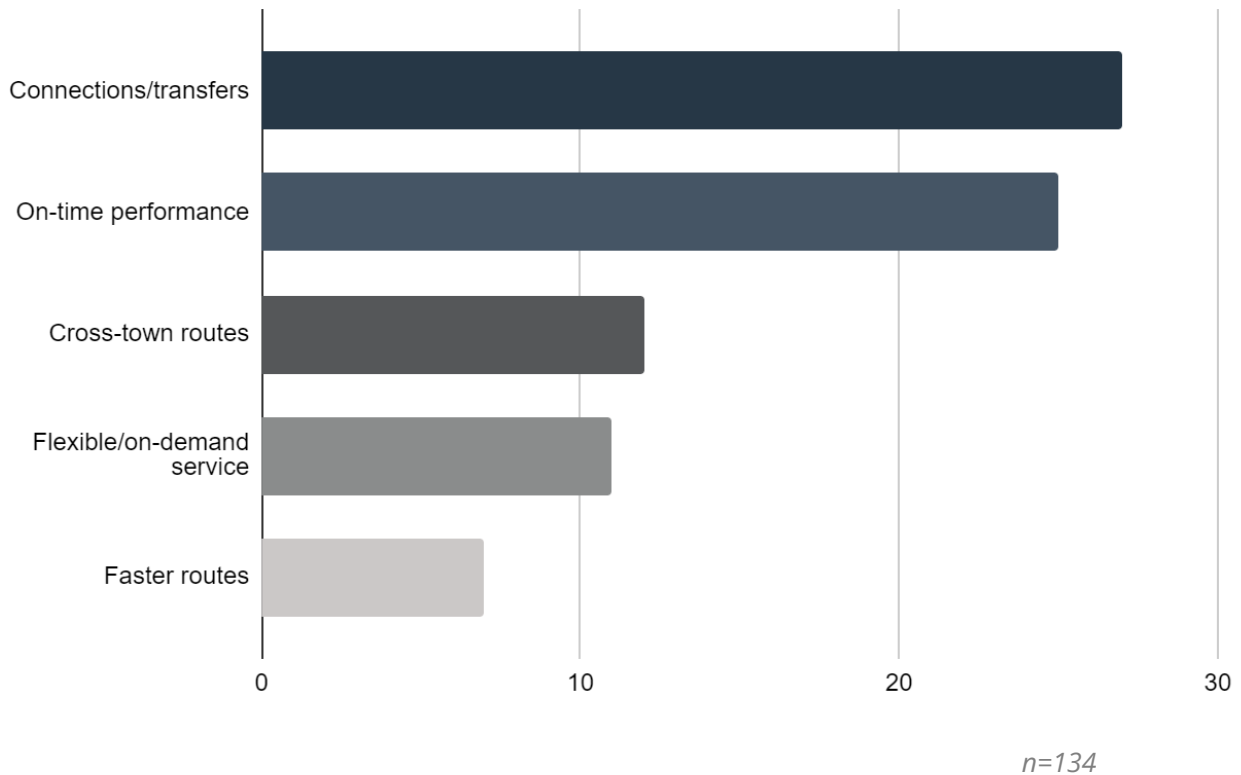


## 4.8 Service planning and scheduling (134 comments)

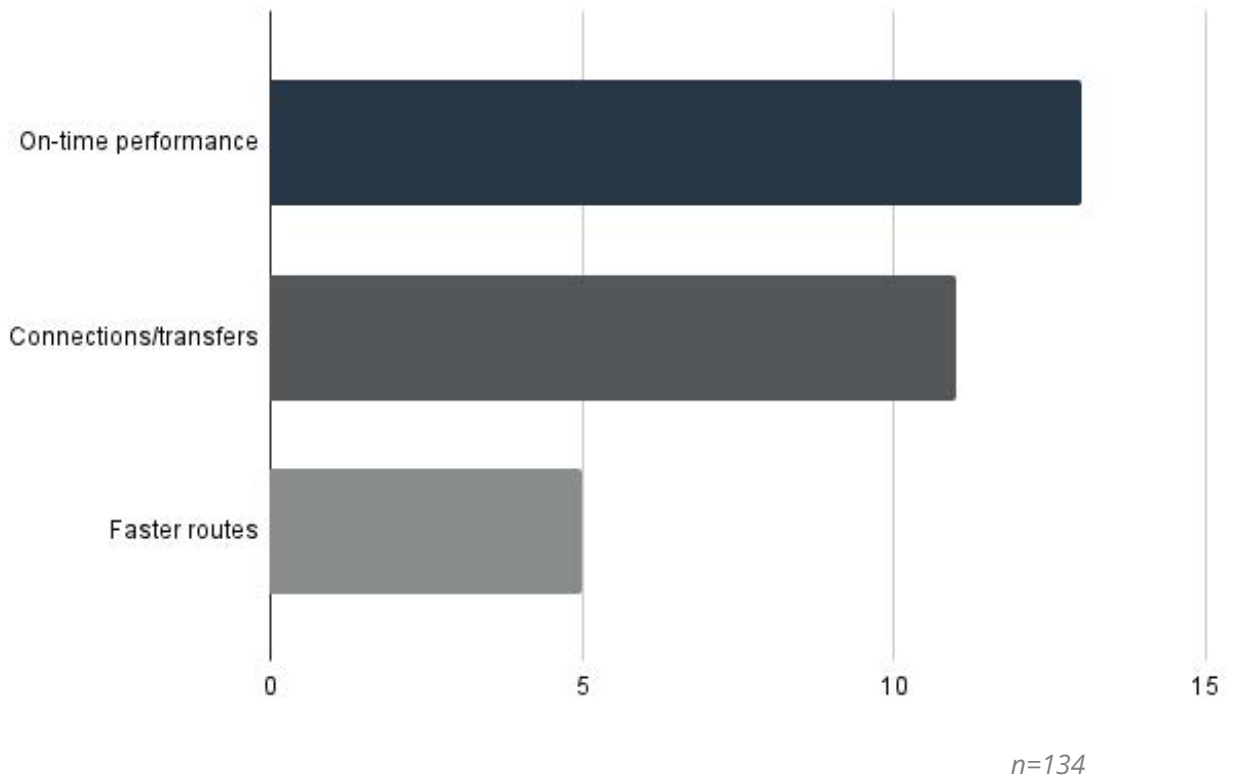
This category is for other service planning and scheduling related comments. For the local system, commenters felt that transfers (27) were the most important aspect of service planning to be addressed. These comments included requests for improving connections between parts of town and either improving timed transfers or reducing transfers in general. Maintaining the on-time performance of routes was a close second priority (25) for the local system.

Fewer comments were received regarding the regional system. However, the top two priorities were also improved transfers (11) and on-time performance (13). Other comments requested such things as more cross-town routes (12 local), faster service (7 local, 5 regional, 9 in general), and a flexible/on-demand service in the local system (11).

**Table 4-14.** Service planning and scheduling priorities for the local system



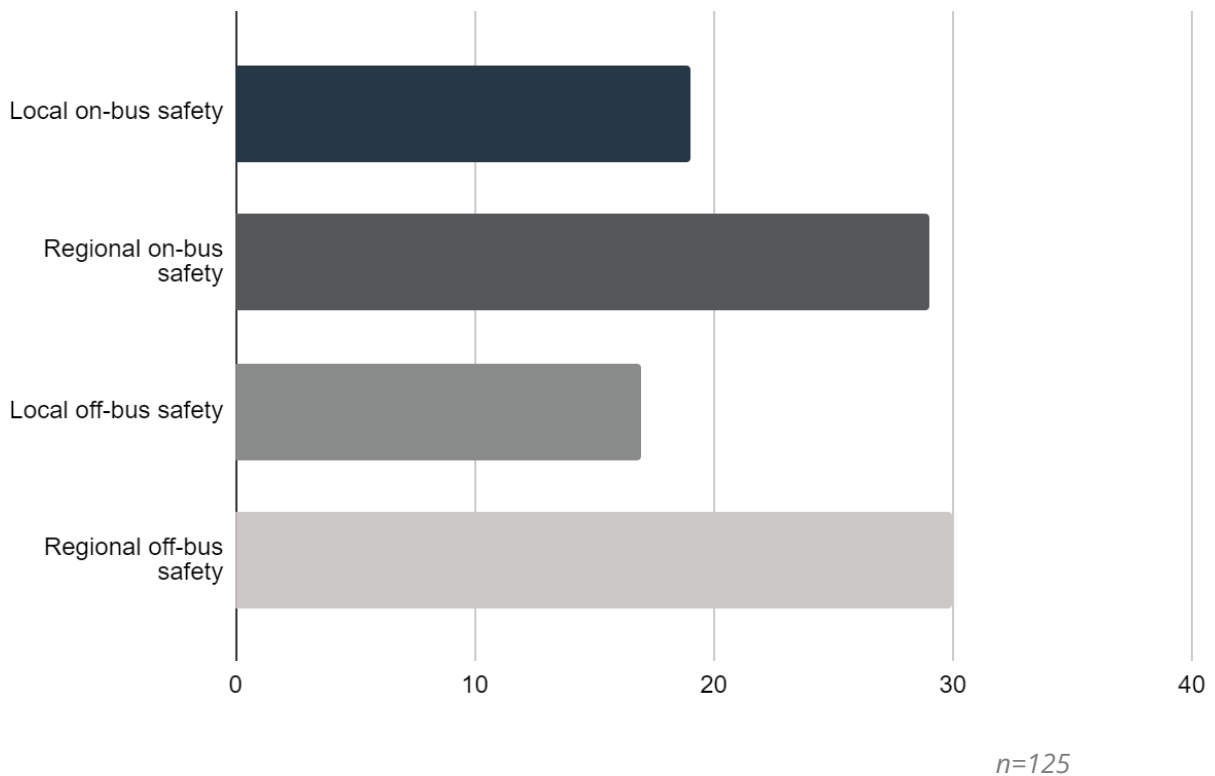
**Table 4-15.** Service planning and scheduling priorities for the regional system



## 4.9 Safety/security, and cleanliness (125 comments)

Feeling safe and a clean environment are important factors in the rider experience. Comments regarding safety included having a security presence nearby both on and off the bus as well as making sure operators are practicing safe and courteous driving skills. More comments expressed improved safety on and off the buses as a priority for the regional system than for the local system. All safety/security comments have been forwarded to the appropriate staff.

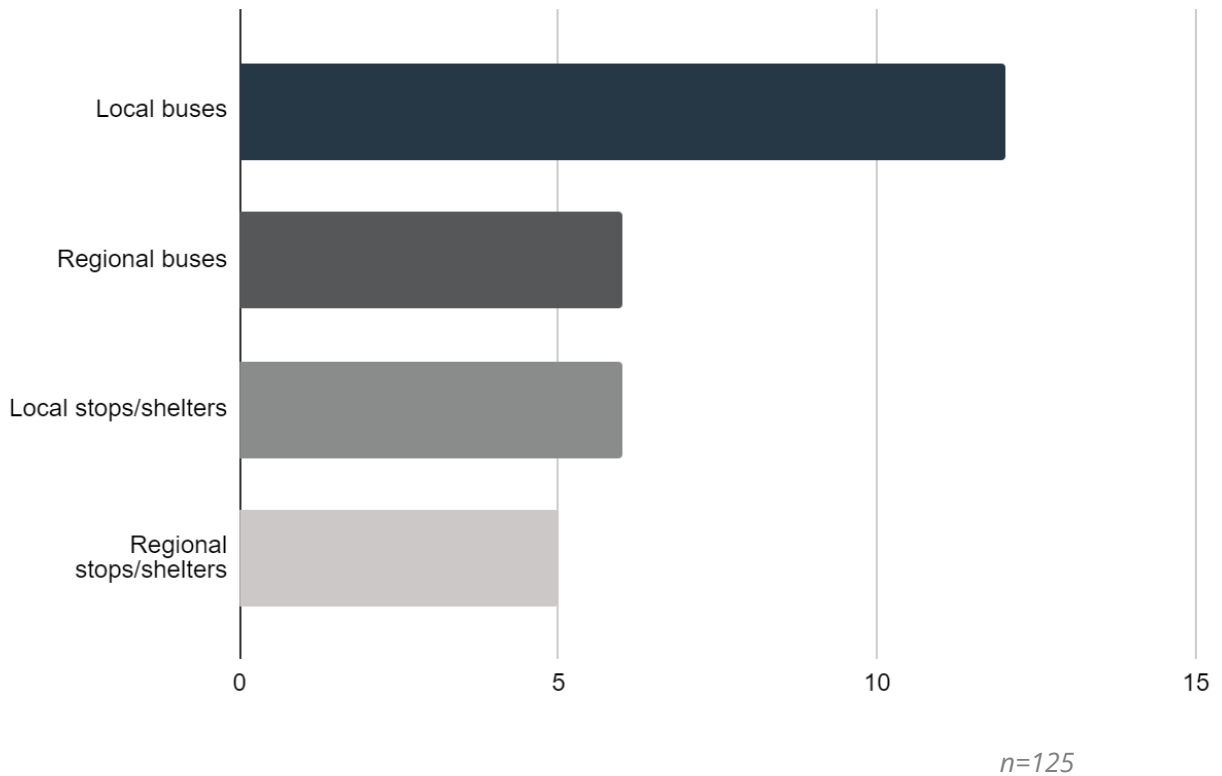
**Table 4-16.** Local and regional system safety





Twenty nine comments identified cleanliness either as a priority or as something to be improved. These comments were broken down by those referring to stops/shelters and those referring to buses for the local and regional services.

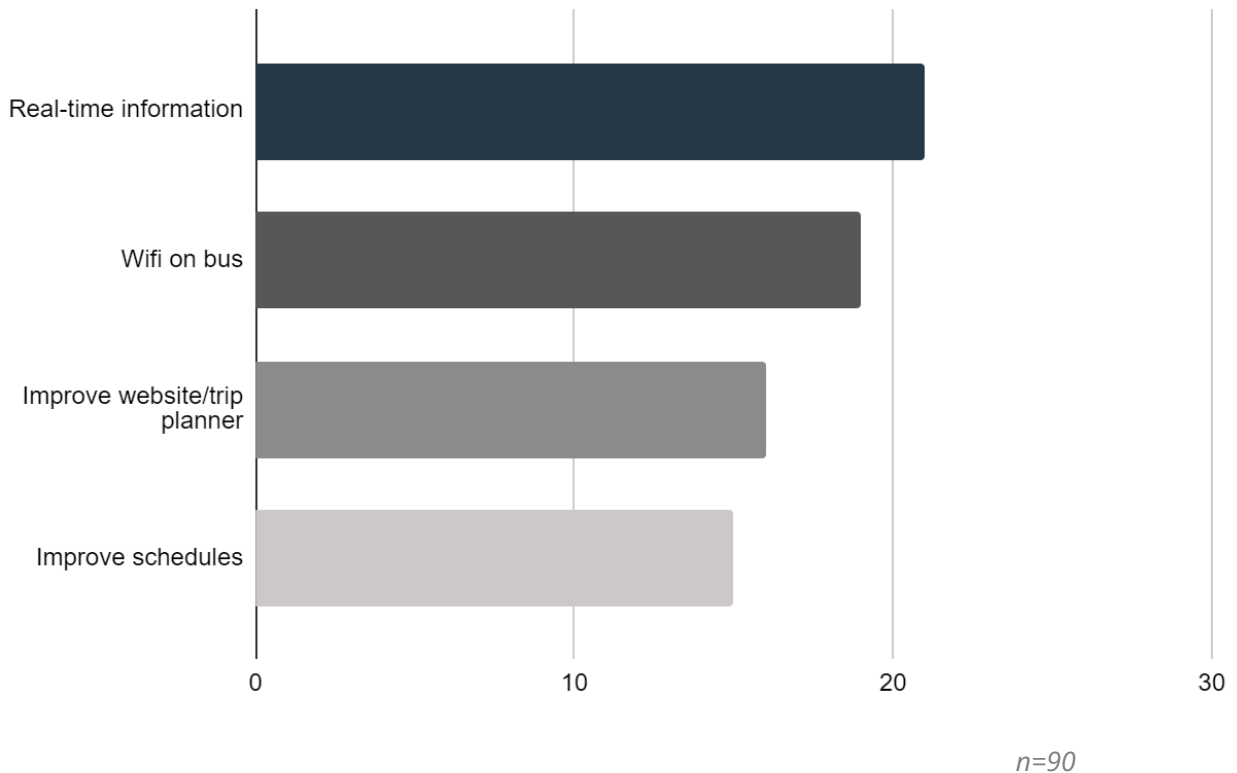
**Table 4-17.** Cleanliness for the local and regional systems



## 4.10 Rider information and technology (90 comments)

The majority of requests related to rider information and technology were for real-time bus information (21) and wifi on the buses (19). Both of these types of technology are currently in the deployment process. Other comments referenced improving access to or readability of schedule information (15) as well as the Cherriots.org website and trip planner (16).

**Table 4-18.** Rider information and technology





## 5. Unmet transit needs

After evaluating performance, demographics, travel patterns, and input from riders, the community, and employees, staff have determined the current unmet transit needs in Marion and Polk counties.

### 5.1 Span of service

Since the onset of the COVID-19 pandemic weekday service has most often ended no later than 9 p.m., so it's understandable that a large number of comments requesting later evening weekday service were received. Reinstating the pre-pandemic weekday span of service, ending at 11 p.m., will have a positive effect on this expressed need.

However, an equally large number of comments requested later evening service on Saturdays and Sundays for local service. Additionally, most of the span of service requests for regional service were for later evening weekday and Saturday hours. Something else that staff learned from the rider survey conducted in the fall of 2021 is that many current Cherriots riders work part-time jobs, which are more likely to be during non-traditional shift hours.

Earlier hours of service for local and regional, weekday and weekends, was only requested about one-third as much as later evening service.

**Recommendation:** Reinstate the pre-pandemic weekday span of service as soon as possible by bolstering recruiting efforts for additional operators and implement new later evening service for Cherriots Local on Saturdays and Sundays. For Cherriots Regional service, extend the span of service later into the evening on weekdays and Saturdays. Re-evaluate later evening weekday service and earlier hours of service with the next needs assessment (2024).

## 5.2 Route frequency

Today Cherriots Local weekday routes fall under three categories of frequency: Frequent Service - buses run every 15 minutes during most of the day; Standard Service - buses run every 30 minutes during most of the day; and Basic Service - buses run every 60 minutes throughout the day. Local routes that operate on Saturdays are only offered at the Standard or Basic frequency levels. Local routes that operate on Sundays are only offered at the Basic frequency level. The majority of comments requesting increased frequency for Local routes specifically mentioned routes that normally operate at the Standard and Basic frequency levels during the week and on weekends.

Cherriots Regional does not currently operate on a frequency scale. Rather, each route provides a particular number of trips each day on weekdays and Saturdays. The number of trips ranges anywhere from two round trips to 15.5 round trips per day depending on the route and service day. Most comments requested more trips on Routes 30X and 40X during the week and on Saturdays.

**Recommendation:** When resources are available, increase frequency on all local routes that currently operate at the Basic level to the Standard level seven days a week and increase the number of regional trips during the week and on Saturdays.

## 5.3 Expanded coverage in Salem

Despite the COVID-19 pandemic south, southeast, and northeast Salem have seen massive amounts of growth in both employment centers and housing over the last two years. Survey responses corroborate this information with the majority of requests for new service being for these same areas. Staff have already been collaborating with the City of Salem and developers on building bus stops to support

new bus service in these areas of the city, however, this burden will largely fall on Cherrlots.

**Recommendation:** With upcoming Statewide Transportation Improvement Fund applications, focus on expanding coverage into new areas of south, southeast, and northeast Salem where more housing and employment centers are being developed.

### **5.3.1 Macleay Rd SE**

Several housing developments have recently been constructed, with more on the way, in the vicinity of Macleay Rd SE. This area has come up in various past outreach efforts as well.

**Recommendation:** When resources are available, extend Route 4 farther east via Macleay Rd SE to Gaffin Rd, turning around on Cordon Rd SE and back onto Macleay Rd SE.

### **5.3.2 East Park Estates**

East Park Estates is currently being developed with single and multiple family housing. Additionally, there is one parcel that remains zoned for commercial use. A new north/south connection is being created with the extension of Greencrest St NE between Auburn Rd NE and State St. The intersection of Auburn Rd NE and Cordon Rd NE will be signalized as well as the intersection of Greencrest St NE and State St.

**Recommendation:** When resources are available, extend Route 7 north on Hawthorne Ave SE and east on State St. Then north on Lancaster Dr, east on Auburn Rd NE, and then south on Greencrest St NE back to State St. Operating service in both directions on Greencrest will also be considered in the future.

### **5.3.3 East/west connection in south/southeast Salem**

Today riders who live in south or southeast Salem who need to travel to the Lancaster Dr area must first travel to the Downtown Transit Center. This trip takes approximately one to one and a half hours to complete depending on their destination. Creating an east/west connection that can get riders to frequent service in the south Lancaster area without having to go downtown is critical.

**Recommendation:** When resources are available, implement a new route traveling between Route 21 on south Commercial and Route 11 on south Lancaster via Kuebler Blvd, Mill Creek Dr SE, Truax Dr SE, and Aumsville Hwy. This route would also serve the new Costco on 27th Ave SE.

### **5.3.4 Northstar subdivision**

The Northstar subdivision is located east of north Lancaster/Portland Rd and west of Cordon Rd NE between Kale St and Hazelgreen Rd. Staff have already been in conversation with the developer regarding bus stop infrastructure.

**Recommendation:** When resources are available, extend Route 12 farther east on Kale St, using new local streets within the subdivision to turn the bus around.

## **5.4 Weekend service**

Cherriots currently operates weekend service at a fraction of what weekday service is. Both the number of routes and the frequency at which they operate have been identified as unmet needs through this needs assessment process.

**Recommendation:** Operate all local and regional routes on Saturdays and include the previously recommended later evening span of service. Increase local route frequency to the Standard level and increase the number of trips for regional routes. Expand Sunday service to mirror Saturday service, including the addition of regional routes.

## **5.5 Updated fare policy**

The current fare structure is over complicated and viewed as a barrier by some, with different prices for local than for regional, different pass types for different services, and some passes that are valid for certain services, but not for others. Comments received regarding fares make it obvious that a more affordable, easier to understand fare policy is needed. Additionally, including electronic, or contactless, fare payment options in the fare policy is critical.

**Recommendation:** Complete the biennial Fares Analysis and propose a more affordable, simplified fare schedule. Implement a new contactless fare collection system for all Cherriots Local, Cherriots Regional, and paratransit services and include provision for associated new fare media and fare payment structures, including fare capping, within the fare policy.



## 5.6 Additional cities

A few cities were mentioned most often as possible places for expanded bus service.

### 5.6.1 Portland

Many comments mentioned Portland as a place people want Cherriots to connect to. There is currently bus and rail service between Salem and Portland, but it is operated by POINT, Flixbus, and Amtrak, not Cherriots, and tickets are often \$8 to \$15 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 connections that Route 1X and the future Route 80X make with TriMet's WES service in Wilsonville. On the Cherriots website and regional system maps, POINT and Amtrak are already promoted, but the Flixbus services should be added.

In the long term, explore extending Route 1X into Tualatin to provide service between Salem and Portland, possibly by partnering with TriMet or South Metro Area Regional Transit (SMART). Consider applying for intercity funds through the Statewide Transportation Improvement Fund or through another grant program.

### 5.6.2 Albany

Also mentioned was Albany as a place Cherriots should consider serving. 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.

Cherriots recently participated in a joint project with the City of Albany and the Cascades West Council of Governments to study the feasibility of implementing a route between Salem and Albany via Interstate 5. The concept was well received and the project provided a roadmap of what would be needed to make it a reality.

**Recommendation:** Pursue a jointly funded and operated pilot project for a Cherriots/City of Albany route between Salem and Albany, with a portion of the trips also serving Jefferson and Millersburg.

### 5.6.3 Eugene

Eugene was mentioned almost as often as Albany was as a place Cherriots should serve. A direct connection to Eugene from Salem has not been previously explored. However, in December of 2020, the University of Oregon prepared a Transit Feasibility Report on behalf of the Cascades West Council of Governments (CWCOG) exploring Highway 99W between Junction City and McMinnville as a possible transit corridor. The result was a joint pilot project between the CWCOG and Yamhill County for a route that would travel along Highway 99W from McMinnville to Junction City where a connection to Eugene could be made. That project is currently waiting for the buses that they ordered to be delivered, which may not be available until fall, 2023.

**Recommendation:** In the short term, consider how connections with the McMinnville to Junction city pilot route could be made in Monmouth using Cherriots Regional Routes 40X and 45 and the new MI Town Trolley in Independence and Monmouth.

In the long term, seek funding for a feasibility study of a direct connection between Salem and Eugene via Interstate 5, possibly serving other communities along the way.

## 5.7 More shelters at bus stops

The most requested bus stop amenity was bus shelters. Cherriots current standards for placing shelters at bus stops include any bus stop with 20 or more boardings per day in Salem and Keizer, and five boardings per day for regional express stops. Additionally, bus stops with a high number of transfers, as well as stops that are near facilities such as schools, medical centers, or senior centers may also receive shelters as an amenity.

Cherriots is currently in the middle of a bus stop improvement project for all bus stops within Salem and Keizer, and is preparing to begin a similar project for regional express bus stops. These projects focus not only on the Americans with Disabilities Act (ADA) requirements for bus stops, but also bus stop amenities such as shelters.

**Recommendation:** Procure and implement a new bus stops and amenities management tool that will help towards monitoring and managing assets according to Cherriots standards. Update the standard for shelter installation to include such things as bus stops in areas with higher Title VI populations and along the Core Network.

## 5.8 Cross-town routes

Although cross-town routes did not receive as many mentions in the service planning and scheduling category as did improving connections/transfers, it would be one strategy Cherrriots could employ to address this. It would also create some of the “faster” service commenters requested.

### 5.8.1 West Salem to Lancaster

There are currently five routes that travel from the Downtown Transit Center (DTC) to Lancaster Drive, each one taking a different path. There are only two routes that travel to West Salem from DTC, each requiring a transfer to get to any other part of town.

**Recommendation:** Explore extending one of the routes that currently travels to Lancaster Drive into West Salem, possibly by-passing DTC.

### 5.8.2 South Salem to south Lancaster

There is currently no direct connection between south Salem and Lancaster Drive.

**Recommendation:** See 5.3.3 East/west connection in south/southeast Salem



## 6. Next Steps

Every two years Cherrriots staff follow the biennial service planning process, from initial revenue forecast through implementation of new service. Grant funding plays a large role in initial revenue forecasting, specifically the Statewide Transportation Improvement Fund (STIF). Therefore, the biennial service planning process generally follows the STIF biennial calendar, with major planning processes (including the needs assessment) in even-numbered years and implementation in odd-numbered years.

### 6.1 Plan development (Summer 2022)

Now that the needs assessment phase of the process is complete, staff will begin developing a range of potential alternatives to address unmet needs given available funding. Those alternatives will be distilled into an initial draft proposal and staff will perform a Title VI equity analysis to ensure the proposal is equitable, making any necessary adjustments should any inequities be found. From there, staff will develop the final draft proposal for the public.

## **6.2 Public engagement (late summer 2022)**

Once the draft proposal is developed, staff will bring it to the public in late summer 2022. There will be extensive outreach during this period to ensure the voices of riders and the larger community are heard.

## **6.3 Finalization (fall 2022)**

The draft proposal will be modified in fall 2022 based on input received during the public engagement period. The equity analysis will be updated and, should any inequities be found, adjustments will be made accordingly.

## **6.4 STIF Advisory Committee presentation (September 2022)**

The final service plan will be presented to the STIF Advisory Committee which will form a recommendation to Cheriots Board of Directors.

## **6.5 Board review and action (October 2022)**

The Cheriots Board of Directors will receive the final STIF Advisory Committee recommendation on the final service plan proposal, as well as the equity analysis and take action at the October Board Meeting, which is open to the public.

## **6.6 STIF application process (November 2022 - January 2023)**

Once the board has approved the final service plan proposal and equity analysis, staff will incorporate the plan into the STIF application and submit it to ODOT. All STIF applications will be reviewed by the STIF Advisory Committee who will make the final recommendations for funding. Funding for awarded applications will be available July 1, 2023.

## **6.7 Implementation (September 2023)**

Internal and external materials will be prepared for the September Service Change in 2023. New service will go into effect on Tuesday, September 3, 2023.

# Attachment A. 2021 Rider Survey

## English



### Bus Passenger Survey 2021

*Dear Rider: Cherriots thanks you for riding. In order to plan for improved ways to serve you, we need your help. Please take a moment to fill out this survey – Thank you for your time!*

**1. Please provide either your home address or the city and cross streets nearest your home?**

---

**2. What bus route are you riding now? (Please check one and indicate the route number where available)**

1  Cherriots Local 2  Regional Route; Please select Route# \_\_\_\_\_

**3. Where did you begin this bus trip?** 1  Home 2  Workplace 3  Retail store 4  School/college where I'm a student 5  Other \_\_\_\_\_

**4. Please provide either the address or city and nearest cross streets for the location you listed in question #3**

---

**5. How did you get to the bus stop to board this bus?** 1  Walked 2  Carpooled/Vanpooled 3  Rode a bicycle\* (\*Did you place your bike on the bus? 4  Yes 5  No) 6  Used a wheelchair or other mobility device

7  Got dropped off 8  Drove to Park and Ride 9  Used a Taxi /Uber/ Lyft 10  Other \_\_\_\_\_

**6. Please list, in order, all of the buses you already rode or will ride to complete this trip:**

1st bus (Route # or name): \_\_\_\_\_

2nd bus (Route # or name): \_\_\_\_\_

3rd bus (Route # or name): \_\_\_\_\_

	Cash (One-Ride)	Day Pass	Local 30-Day Pass	Regional Month Pass	Annual Pass	Universal Month Pass	Group Pass
<b>Cherriots Local Full Fare</b>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	N/A	4 <input type="checkbox"/>	5 <input type="checkbox"/>	2
<b>Cherriots Local Reduced Fare</b>	7 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>	N/A	10 <input type="checkbox"/>	11 <input type="checkbox"/>	1
<b>Cherriots local Youth Fare</b>	13 <input type="checkbox"/>	14 <input type="checkbox"/>	15 <input type="checkbox"/>	N/A	16 <input type="checkbox"/>	17 <input type="checkbox"/>	0
<b>Cherriots Regional Full Fare</b>	19 <input type="checkbox"/>	20 <input type="checkbox"/>	N/A	21 <input type="checkbox"/>	22 <input type="checkbox"/>	23 <input type="checkbox"/>	0



<b>Cherriots Regional Reduced Fare</b>	25☐	26☐	N/A	27☐	28☐	29☐	0
<b>Cherriots Regional Youth Fare</b>	31☐	32☐	N/A	33☐	34☐	35☐	0
<b>Cherriots Regional Route 1X Full Fare</b>	37☐	N/A	N/A	N/A	N/A	38☐	N/A
<b>Cherriots Regional Route 1X Reduced/Youth Fare</b>	39☐	N/A	N/A	N/A	N/A	40☐	N/A
<b>Group Fare</b>	N/A	N/A	N/A	N/A	N/A	N/A	41☐

**10. After getting off your LAST bus on this trip, how will you get to your final destination?**

- 1☐Walked  
 2☐Carpooled/Vanpooled 3☐Ride a bicycle 4☐Used a wheelchair or other mobility device 5☐Get picked up in a car 6☐Drive 7☐Use a Taxi /Uber/ Lyft 8☐Other\_\_\_\_\_

**11. What is the purpose of your transit trip today?** 1☐Go home 2☐Go to work 3☐Student going to college;\* \*(Which one? 4☐Chemeketa CC 5☐WOU 6☐Willamette U. 7☐Other\_\_\_\_\_ ) 8☐Student going to school (K-12) (Which one?\_\_\_\_\_) 9☐Medical/dental appointment 10☐Shopping/errands 11☐Entertainment/recreation 12☐Social activities 13☐Other\_\_\_\_\_

**12. Do you have a valid driver’s license?** 1☐Yes 2☐No

**13. Do you have a vehicle you could have used to make this trip either as the driver or as a passenger?**

- 1☐Yes 2☐No

**14. How often do you ride the bus?** 1☐Less than once/week 2☐1-3 days/week 3☐4-5 days/week 4☐6-7 days/week

*The following questions are voluntary, but will help us meet the needs of future riders:*

**15. What is your race/ ethnicity? (mark all that apply)** 1☐African-American/ Black 2☐Indigenous Peoples of the Americas / Alaska Native 3☐Native Hawaiian/ Pacific Islander 4☐Asian 5☐Hispanic/ Latino 6☐Caucasian/ White 7☐Prefer not to say

**16. What is your gender?** 1☐Female 2☐Male 3☐Non-binary 4☐Prefer not to say

**17. What is your Age?** 1☐under 17 2☐18 to 24 3☐25 to 34 4☐35 to 44 5☐45 to 54 6☐55 to 64 7☐65 or older 8☐Prefer not to say

**18. How many people live in your household, including yourself?** ☐1 ☐2 ☐3 ☐4 ☐5 ☐6 ☐7 ☐8 or more

**19. Current employment status:** 1☐Employed Full Time 2☐Employed Part Time 3☐Not currently employed - Not seeking employment 4☐Not currently employed - Seeking employment 5☐Student 6☐Homemaker/ Caregiver 7☐Retired

**20. Are you a student? (check one)** 1Yes, full-time college 2Yes, part-time college 3Yes, high school 4Yes, middle school 5Yes, Elementary school 6No.

**21. If you are a college student, which college?** 1Chemeketa CC 2Willamette U.3WOU  
4Other\_\_\_\_\_

**22. Language primarily spoken in home?** 1English 2Español 3Русский 4Other \_\_\_\_\_

**23. How well do you speak English?** 1Very well 2Well 3Not well 4Not at all

**24. What was the annual gross income for your household before taxes in 2020? This is the combined income of everyone in your household, whatever the source. (check one):**1Less than \$25,000

2\$25,000 to \$34,999 3\$35,000 to \$44,999 4\$45,000 to \$54,999 5\$55,000 to \$74,999 6\$75,000 to \$99,999 7\$100,000 or above 8Don't know 9Prefer not to say

**25. If you could name one thing to make Cherriots service better, what would it be?**

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*Thank you for participating in the survey!*





**Encuesta a los pasajeros de autobuses 2021**

**Estimados Pasajeros: Cherriots les da las gracias por usar el autobús. Con el fin de planificar formas mejores de servirle necesitamos su ayuda. Por favor tome un momento para completar esta encuesta. ¡Gracias por su tiempo!**

**1. Proporcione la dirección de su casa o la ciudad y cruce las calles más cercanas a su hogar:**

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**2. ¿Qué ruta de autobús está utilizando actualmente? (Marque uno e indique el número de ruta también)**

1  Cherriots Local 2  Ruta regional; Por favor diga el número de ruta \_\_\_\_\_

**3. ¿Dónde comenzaste este viaje en autobús?** 1  Casa 2  Trabajo 3  Tienda al por menor 4  Escuela / universidad donde soy estudiante 5  Otro \_\_\_\_\_

**4. Proporcione la dirección o la ciudad y las calles transversales más cercanas a la ubicación que indicó en cuestión**

#3 \_\_\_\_\_

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**5. ¿Cómo llegaste a la parada del bus para abordar este bus?** 1  Caminando 2  Compartido / Vanpooled 3  Montó en bicicleta \* (\* ¿Pusiste tu bicicleta en el autobús? 4  Si 5  No) 6  Usó una silla de ruedas u otro dispositivo de movilidad. 7  me dejaron 8  Manejé hasta estacionar y montar 9  Usó un taxi / Uber / Lyft 10  Otro \_\_\_\_\_

**6. Enumere, en orden, todos los autobuses que ya tomó o viajará para completar este viaje:**

1er autobús (Ruta # o nombre): \_\_\_\_\_

2do autobús (Ruta # o nombre): \_\_\_\_\_

3er autobús (Ruta # o nombre): \_\_\_\_\_

**7. ¿Adónde vas?** 1  Casa 2  Trabajo 3  Tienda al por menor 4  Escuela / universidad donde soy estudiante 5  Otro \_\_\_\_\_

**8. Proporcione la dirección o la ciudad y las calles transversales más cercanas a la ubicación que indicó en cuestión #**

7 \_\_\_\_\_

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**9. ¿Cómo pagó su tarifa para este viaje (marque uno)?**

	Efectivo (Un viaje)	Pase diario	Local Pase de 30 días	Pase de mes regional	Anual Pase	Pase mensual universal	Pase de grupo
Cherriots tarifa completa local	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	N/A	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Cherriots tarifa reducida local	7 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>	N/A	10 <input type="checkbox"/>	11 <input type="checkbox"/>	12 <input type="checkbox"/>

Cherriots tarifa juvenil local	13 <input type="checkbox"/>	14 <input type="checkbox"/>	15 <input type="checkbox"/>	N/A	16 <input type="checkbox"/>	17 <input type="checkbox"/>	18 <input type="checkbox"/>
Cherriots tarifa completa regional	19 <input type="checkbox"/>	20 <input type="checkbox"/>	N/A	21 <input type="checkbox"/>	22 <input type="checkbox"/>	23 <input type="checkbox"/>	24 <input type="checkbox"/>
Cherriots tarifa regional reducida	25 <input type="checkbox"/>	26 <input type="checkbox"/>	N/A	27 <input type="checkbox"/>	28 <input type="checkbox"/>	29 <input type="checkbox"/>	30 <input type="checkbox"/>
Cherriots tarifa juvenil regional	31 <input type="checkbox"/>	32 <input type="checkbox"/>	N/A	33 <input type="checkbox"/>	34 <input type="checkbox"/>	35 <input type="checkbox"/>	36 <input type="checkbox"/>
Cherriots ruta regional 1X tarifa completa	37 <input type="checkbox"/>	N/A	N/A	N/A	N/A	38 <input type="checkbox"/>	N/A
Cherriots ruta regional 1X Tarifa reducida / para jóvenes	39 <input type="checkbox"/>	N/A	N/A	N/A	N/A	40 <input type="checkbox"/>	N/A
Tarifa de grupo	N/A	N/A	N/A	N/A	N/A	N/A	41 <input type="checkbox"/>

**10. Después de bajarse de su ÚLTIMO autobús en este viaje, ¿cómo llegará a su destino final?**

1  Caminando 2  Compartido / Vanpooled 3  Montó en bicicleta 4  Usó una silla de ruedas u otro dispositivo de movilidad 5  ser recogido en un coche 6  conducir 7  Usó un taxi / Uber / Lyft 8  Otro \_\_\_\_\_

**11. ¿Cuál es el propósito de su viaje de tránsito hoy?**

1  Vete a casa 2  Ir al trabajo 3  Estudiante que va a la universidad;\* \*( ¿Cuál? 4  Chemeketa CC 5  WOU 6  Willamette U. 7  Otro \_\_\_\_\_ ) 8  Estudiante que va a la escuela (K-12) (¿Cuál? \_\_\_\_\_) 9  Cita médica / dental 10  Compras / recados 11  Entretenimiento/recreación 12  Actividades sociales 13  Otro \_\_\_\_\_

**12. ¿Tiene una licencia de conducir válida?** 1  Si 2  No

**13. ¿Tiene un vehículo que podría haber utilizado para realizar este viaje como conductor o como pasajero?** 1  Si 2  No

**14. ¿Con qué frecuencia usted monta el autobús?** 1  Menos de una vez a la semana 2  1-3 días / semana 3  4-5 días / semana 4  6-7 días / semana

**Las siguientes preguntas son voluntarias, pero nos ayudaran a satisfacer las necesidades de los pasajero:**

**15.Cuál es su raza/Origen étnico? (Marque todo lo que aplica)** 1  Afroamericano o Negro 2  Indio Americano o Nativo de Alaska 3  Hawaiano Nativo o de las Islas del Pacífico 4  Asiatico 5  Hispanic/Latino 6  Blanco o Caucásico 7  Prefiere no decir

**16. ¿Cuál es su género?** 1  Mujer 2  Hombre 3  No-binario 4  Prefiere no decir

**17. ¿Qué edad tiene?** 1  menores de 17 2  18 to 24 3  25 to 34 4  35 to 44 5  45 to 54 6  55 to 64 7  65 años o más 8  Prefiere no decir

**18. ¿Cuánta gente, usted incluido, vive en su hogar?**  1  2  3  4  5  6  7  8 mas

**19. Situación laboral actual:** 1  Empleado tiempo completo 2  Tiempo parcial 3  Actualmente no trabaja – No busca empleo 4  Actualmente no trabaja – Está buscando empleo 5  Estudiante 6  Ama de casa / Cuidador 7  Retirado

20. ¿Eres estudiante? (marque uno) 1 Si, universidad tiempo completo 2 Si, universidad tiempo parcial 3 Si, escuela preparatoria 4 Si, escuela secundaria 5 Si, escuela primaria 6 No

21. ¿Si eres estudiante a qué Universidad vas? 1 Chemeketa CC 2 Willamette U. 3 WOU 4 Otro \_\_\_\_\_

22. ¿El lenguaje que hablan en casa? 1 Inglés 2 Español 3 Русский 4 Otro \_\_\_\_\_

23. ¿Qué tan bien hablas inglés? 1 Muy bien 2 Bien 3 No tan bien 4 No hablo Inglés

24. ¿Cuál fue el ingreso bruto familiar anual antes de los impuestos en 2020? Este es el ingreso combinado de cada persona que vive en su hogar, independientemente del origen. (marque uno) 1 Less than \$25,000 2 \$25,000 to \$34,999 3 \$35,000 to \$44,999 4 \$45,000 to \$54,999 5 \$55,000 to \$74,999 6 \$75,000 to \$99,999 7 \$100,000 or above 8 No sabe 9 Prefiere no decir

25. Si pudiera nombrar una cosa para que Cherriots servicio mejore, ¿cuál sería?

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*Thank you for participating in the survey!*



# Attachment B. Long Range Transit Plan Survey

## English

### Cherriots Long Range Transit Plan Survey Questions

The Long Range Transit Plan is our chance to create the goals, policies and strategies for meeting the community's transit needs over the next 20 years. We can set a vision together now and this plan will guide us as we adapt and grow. Learn more about the Plan and tell us what's important for us to consider for the future of transit in Marion and Polk Counties.

If you are among the first 50 people to submit this survey and provide your contact information, we will send you a Fred Meyer gift card to say thank you.

### Overview and Goals

A strong public transit system is the backbone of environmentally friendly and economically thriving communities. The objective of the project is to create a 20-year Long Range Transit Plan for the Cherriots network. This will be our first Long Range Transit Plan, so it's important to reflect the region's needs today and into the future.

The Salem-Keizer region is growing and we must coordinate transit with land use and other transportation changes to create a complete plan for the future. We'll consider other planning efforts such as the City of Salem's Climate Action Plan, so we are as resilient as possible for a changing future.

### Who is Cherriots?

Cherriots is the name used for all transit, paratransit and transportation options services that Salem Area Mass Transit District (SAMTD) operates in Polk and Marion counties.

### This Long Range Transit Plan will serve the community

The plan will:

- Be based on community needs, ideas, and continuous feedback
- Guide sustainable and innovative funding sources to support service improvements and expansion (new routes, additional service hours, fleet additions, new service types, etc.)



- Allow Cherriots to report on progress and work toward addressing community concerns expressed
- Result in better transit service in the Cherriots service area, making it easier and more convenient to get around.
- Be guided by Cherriots vision, mission, and values

## **Transit Today**

Cherriots is the name used for all transit and paratransit service that SAMTD operates in Polk and Marion counties. Cherriots operates a transit system centered on downtown Salem, providing local bus and paratransit service 7 days per week in Salem and Keizer, along with service connecting Salem and Keizer to communities in Marion, Polk, Linn, and Clackamas counties. Cherriots also promotes and offers a variety of transportation options through Cherriots Trip Choice, which is open to people in Marion, Polk and Yamhill Counties.

### ***Existing Service***

Cherriots operates local and express bus routes, a type of service called fixed-route transit. Twenty local bus routes serve the Salem-Keizer urban area, and six express routes and one deviated fixed-route provide regional service to rural towns and cities in Marion, Polk, Linn, and Clackamas counties.

### ***LIFT***

Cherriots LIFT provides paratransit service for individuals with qualifying disabilities that prevent them from using Cherriots Local buses. Users must apply to be eligible for this service and reserve their trip at least the day before their ride. This service is offered within the Salem-Keizer urban area and complies with Federal Americans with Disabilities Act regulations.

### ***Shop and Ride***

Cherriots Shop and Ride is an on-demand service available for individuals over the age of 60 or with a qualifying disability. The Cherriots Shopper Shuttle service was suspended in 2020 due to the COVID-19 pandemic.

## ***Dial-a-Ride***

The Dial-a-Ride service is a curb-to-curb service taking riders anywhere within the Salem-Keizer UGB, operating Monday-Friday from 8 a.m. to 5 p.m. Rides must be reserved the day before the trip.

### **Thinking about the present**

**1. Which Cherriots services do you currently use? (Select all that apply.)**

- Cherriots Local (in Salem and Keizer).
- Cherriots Regional (outside of Salem and Keizer).
- Cherriots LIFT (bus comes to your door, for eligible limited mobility individuals).
- I do not currently ride Cherriots.

**2. Other than public transit, how do you currently get around? (Select all that apply.)**

- Private vehicle
  - Carpool/vanpool
  - Taxi/Uber/Lyft
  - Bicycle
  - On foot
  - Mobility device (such as a wheelchair)
  - Other (Please explain how else you get around):
- 
- 

**3. How do you get information about bus schedules, traffic, or other mobility questions you might have? (Select all that apply.)**

- Cherriots.org
- Radio stations
- Social media, i.e., Facebook, Twitter, Instagram, etc.
- Tripcheck.com

- Online maps
- Other smartphone app
- Cherriots Customer Service
- Other (Please explain how else you get information):

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**In the next set of questions, indicate whether you agree or disagree with the following statements:**

**4. When considering whether to use public transit...**

	Strongly Agree	Agree	No opinion	Disagree	Strongly disagree	Not sure
<b>Bus fare is reasonable.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Buses operate when I need them to.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Buses go where I want to go.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Buses can make my trip in the time I have.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>I have the information I need to plan my trips.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**5. When traveling to or from bus stops...**

Strongly Agree	Agree	No opinion	Disagree	Strongly disagree	Not sure
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<b>I have a bus stop within easy walking or biking distance.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<b>I can reach my bus stop safely on foot.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<b>I can reach my bus stop safely by bike and have a way to lock it or bring it.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<b>I have adequate parking options near my bus stop.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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**6. When waiting for the bus...**

	<b>Strongly Agree</b>	<b>Agree</b>	<b>No opinion</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Not sure</b>
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<b>Bus stops are clean and comfortable.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<b>I feel safe while waiting for the bus.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<b>Buses come on time.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<b>Buses come frequently.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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**7. On the bus...**

<b>Strongly Agree</b>	<b>Agree</b>	<b>No opinion</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Not sure</b>
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<b>It's easy to pay my fare.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Buses are clean and comfortable.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>I feel safe while riding the bus.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>I can find a seat or a place to put my bags.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Future Transit

As part of the plan, we'll propose ideas for how the transit network can grow to serve the region's needs during the next 20 years. Tell us what you would like to see in the future.

### Thinking about the future

**8. Which issues are the most important in thinking about the future transit system? (Choose your top 2.)**

- Reducing carbon emissions
- Providing affordable travel options to people who need it
- Operating service with high ridership
- Providing service to the largest geographic area possible
- Reducing traffic congestion
- Improving safety and security on the transit system
- Providing innovative mobility options for work and play
- Other (What other issue(s) are important?)

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**9. How often do you expect or hope to use public transit (including all Cherriots services and shared mobility options) after COVID-19 restrictions are lifted and things return to a "new normal"? (Select one.)**

- Several times per week
- Once per week
- Several times per month
- Once per month
- Several times per year
- Once per year or less
- Never
- Not sure

**10. What types of trips would you likely use transit for in the future? (Select all that apply.)**

- Shopping
- Traveling to/from work
- Traveling to/from school
- Medical or other appointments
- Recreation, for example, visiting friends, entertainment venues, restaurants
- Other (What other types of trips do you use transit for?)

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**11. Where would you like to go using public transit (including all Cherriots services and shared mobility options) that you can't travel to today?**

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**12. Please list up to three ways that Cherriots should serve the community over the next 20 years:**



1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

**Rate the following questions using the scale below.**

**13. If parking were limited or unavailable at your destination, how likely is it that you would ride the bus more often than you do today?**

Very unlikely	Unlikely	Neutral	Likely	Very likely	Not sure
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**14. In the future, how likely are you to live outside of downtown Salem, but travel regularly to/from downtown?**

Very unlikely	Unlikely	Neutral	Likely	Very likely	Not sure
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**15. If more technology options were offered (such as real-time bus arrival information or a way to pay your fare with your phone) how likely would you be to use them?**

Very unlikely	Unlikely	Neutral	Likely	Very likely	Not sure
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**16. If there was a vanpool or other shared ride option that could get you to and from work quickly and reliably, how likely would you be to use it?**

Very unlikely	Unlikely	Neutral	Likely	Very likely	Not sure
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## Tradeoffs for Future Investments

17. Which is more important: Having more bus stops in more places (access) or having more new destinations?

More access					More new destinations	Not sure
1	2	3	4	5		

18. Which is more important: Shorter walks to the bus or a faster trip overall?

Shorter Walks					Faster trips	Not sure
1	2	3	4	5		

19. Which is more important: An expanded bus network or greater mobility choices (i.e. bike share, carpool, ride-hailing connections, etc.)?

More mobility choices					More bus routes/times	Not sure
1	2	3	4	5		

20. There are many new ways that Cherriots can help people get around. What types of services or options should we explore further? (Select all that apply.)

- Demand-responsive transit such as a bus route that is on-demand and serves a “zone” instead of regular bus stops
- Taxis/Uber/Lyft (or vouchers to ride taxis/Uber/Lyft at reduced rates/free)

- Scooter share program (rent by the minute)
  - Bike share program (rent by the minute)
  - Other: (What other types of services or options should we explore?)
- 
- 

**21. If funding becomes available, what would be your top two priority areas for spending? (Select two.)**

- Low or no-emissions buses (for example, battery electric buses or hydrogen fuel buses)
  - More frequent bus service
  - Faster or more reliable bus trips
  - Safe and comfortable bus stops
  - New transit routes and service areas
  - Reduced fares
  - Better or faster ways to get to my bus stops
  - Other. (What other types of services or options should we explore?)
- 
- 

## **Next steps**

Thank you for telling us what you think! We will be using your feedback to develop and prioritize ideas for the 20-year Long Range Transit Plan.

## **Public engagement schedule**

We will reach out to you again in spring 2022 after considering this feedback and designing alternatives. Then in fall 2022, we'll share the draft plan when it's ready to be adopted by the Cherrits Board of Directors.

## Thank you for participating in the Cherriots survey!

If you are among the first 50 people to submit this survey and provide your contact information, we will send you a Fred Meyer gift card to the mailing address you share below as a thank you gift. *(We will keep personally-identifiable information confidential and will not use it for other purposes.)*

## Final questions

Name: \_\_\_\_\_ Phone number: \_\_\_\_\_

Email address: \_\_\_\_\_ Zip code: \_\_\_\_\_

Address (if you wish to be eligible for a gift card):

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### How would you like to stay informed?

- I would like to be included in the email list for project updates (email address will not be shared with any other parties).
- I would like to be included in the email list for other Cherriots news and updates (email address will not be shared with any other parties).
- I only want to be eligible for the gift card. Do not contact me for other purposes.

### Additional Feedback

Please provide any other comments or suggestions that you would like to share with us.

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## Demographic questions

### 1. Do you have a valid driver's license? (Select one.)

- Yes

- No

**2. How many working motor vehicles are available to your household? (Select one.)**

- None
- 1
- 2
- 3 or more

**3. What is your age? (Select one.)**

- 0 – 17
- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65 +
- Prefer not to answer

**4. How do you describe your race/ethnicity? (Check all that apply.)**

- Caucasian/White
- African-American/Black
- Asian
- Prefer not to answer
- Hispanic/Latino
- Native Hawaiian/Pacific Islander
- Indigenous Peoples of the Americas/Alaska Native
- Other: \_\_\_\_\_

**5. Do you have a disability that affects your mobility? (Select one.)**

- Yes
- No

## Spanish

# Plan De Tránsito De Largo Plazo De Cherriots

## Preguntas de la encuesta

El Plan de Tránsito de Largo Plazo es nuestra oportunidad para crear los objetivos, políticas, y estrategias para cumplir con las necesidades de la región para los próximos 20 años. Juntos podemos realizar una visión ahora y este plan nos permitirá guiar nuestros esfuerzos mientras nos adaptamos y crecemos. Conozca más sobre el plan y por favor díganos que es importante para considerar en el tránsito futuro de los condados de Marion y Polk.

Si se encuentra entre las primeras 50 personas en enviar esta encuesta y proporcionar su información de contacto, le enviaremos una tarjeta de regalo de Fred Meyer para agradecerle.

## Resume y objetivos

Un sistema de transporte público es la espina dorsal de las comunidades que triunfan económicamente y son eco-amables. El objetivo del proyecto es crear un Plan de Tránsito de Largo Plazo para la red de Cherriots. Este será nuestro primer Plan de Tránsito de Largo Plazo, y por eso es importante que releje las necesidades de la región actualmente y anticipe las necesidades futuras.

La región de Salem-Keizer está creciendo y tenemos que coordinar el tránsito con el uso de terrenos y otros cambios en la transportación de manera tal que se produzca un plan completo para el futuro. Tenemos que considerar otros esfuerzos de planificación tales como el Plan de Acción Climático de la Ciudad de Salem, y de esta manera poder ser tan resilientes como sea posible para un futuro cambiante.

## ¿Quién es Cherriots?

Cherriots es el nombre que se usa para todo el tránsito, paratránsito, y opciones de servicios de transportación que el Distrito de Tránsito en Masa del Área de Salem (SAMTD, por sus siglas en inglés) opera en los condados de Polk y Marion.

## Este Plan de Largo Plazo servirá a la comunidad

Este plan:

- Será basado en las necesidades comunitarias, ideas, e insumo continuo
- Será una guía para las fuentes de financiamiento sostenibles e innovadoras que nos permitan apoyar las mejoras a los servicios y la expansión (rutas)

nuevas, horas de servicio adicional, adiciones a la flota, nuevos tipos de servicios, etc.)

- Permitirá a Cherriots reportar el progreso y el trabajo para atender las preocupaciones expresadas de parte de la comunidad
- Resultará en un mejor servicio de transporte en el área de servicio de Cherriots, de manera que resulte más fácil y conveniente moverse a través de la ciudad
- Ser guiado por la visión, la misión, los valores, y la promesa de marca de Cherriots

## **El Tránsito Actual**

Cherriots es el nombre que se utiliza para todos los servicios de tránsito y paratransito que opera SAMTD en los condados de Polk y Marion. Cherriots opera un sistema de tránsito centrado en el centro de Salem, brindando servicio de autobús y paratransito local los siete días de la semana en Salem y Keizer, junto con un servicio que conecta Salem y Keizer con las comunidades en los condados de Marion, Polk, Linn, y Clackamas. Cherriots también promueve y ofrece una variedad de opciones de transporte a través de Cherriots Transportation Options, que está abierto a personas en los condados de Marion, Polk, y Yamhill.

### ***El Tránsito Actual***

Cherriots opera rutas locales y expreso de autobuses, un tipo de servicio que se llama tránsito de ruta fija. Este servicio emplea veinte rutas locales para servir el área urbana de Salem-Keizer, seis de estas rutas son expreso y una ruta desviada de manera fija provee servicio regional a los pueblos rurales y las ciudades de los condados de Marion, Polk, Linn, y Clackamas.

### ***Cherriots LIFT***

Cherriots LIFT brinda servicio de transporte a las personas que no pueden acceder a Cherriots Local debido a su capacidad funcional. Los usuarios tienen que presentar una solicitud para ser elegibles de este servicio y reservar su viaje con al menos un día de anticipación a su necesidad. Este servicio se ofrece dentro del límite de crecimiento urbano de Salem-Keizer y cumple con las regulaciones de la Ley Federal de Americanos con Discapacidades.

### ***Cherriots Shop and Ride: Transporte para Ir de Compras***

El Servicio de Cherriots Shop and Ride: Transporte para Ir de Compras es un servicio según solicitado para individuos sobre la edad de 60 años o con una discapacidad



eligible. El servicio de enlace para compras de Cherriots fue suspendido en el 2020 debido a la pandemia del COVID-19.

### ***Cherriots Shop and Ride: Solicitud de Servicio por Teléfono***

El servicio de Cherriots Shop and Ride: Solicitud de Servicio por Teléfono es un servicio de esquina a esquina que lleva a los pasajeros a cualquier sitio dentro del límite de crecimiento urbano de Salem-Keizer. Este servicio opera de 8 a.m. a 5 p.m. Las solicitudes de servicio deben ser reservadas con un día de anticipación al viaje.

## **Pensando sobre la Actualidad**

### **1. ¿Cuáles servicios de Cherriots usted utiliza actualmente? (Seleccione todos los que apliquen.)**

- Autobuses de Cherriots Local (en Salem).
- Autobuses de Cherriots Regional (en las afueras de Salem).
- Cherriots LIFT (autobús que viene a su puerta, solamente para individuos elegibles con movilidad limitada).
- Actualmente no utilizo estos medios de transporte.

### **2. ¿Como usted se moviliza actualmente? (Seleccione todos los que apliquen.)**

- Vehículo privado
  - Compartiendo vehículo
  - Taxi/Uber/Lyft
  - Otros autobuses
  - Bicicleta
  - A pie
  - Dispositivo de asistencia a movilidad (tal como una silla de ruedas)
  - Otro (Por favor explique):
- 
-

**3. ¿Como usted consigue la información de itinerarios de autobuses, tráfico, o de atiende preguntas de movilidad?**

- Cherriots.org
- Estaciones de Radio
- Redes sociales, por ejemplo, Facebook, Twitter, Instagram, etc.
- Tripcheck.com
- Mapas en línea
- Otra aplicación de teléfono móvil
- Servicio al Cliente de Cherriots
- Otro (Por favor explique):

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**En las siguientes preguntas, indique si está de acuerdo o en desacuerdo con las siguientes afirmaciones.**

**4. Al considerar si usar el transporte público ...**

	<b>Fuertemente de acuerdo</b>	<b>De acuerdo</b>	<b>No opinión</b>	<b>En desacuerdo</b>	<b>Totalmente en desacuerdo</b>	<b>No estoy seguro</b>
<b>La tarifa del autobús sea razonable.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Los autobuses funcionan cuando los necesito.</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Los autobuses van a donde quiero ir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Los autobuses pueden hacer mi viaje en el tiempo que tengo.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tengo la información que necesito para planificar mis viajes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Al viajar hacia o desde las paradas de autobús ...

	Fuertemente de acuerdo	De acuerdo	No opinión	En desacuerdo	Totalmente en desacuerdo	No estoy seguro
Tengo una parada de autobús a poca distancia a pie o en bicicleta.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Puedo llegar a mi parada de autobús sin peligro a pie.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Puedo llegar a mi parada de autobús de manera segura en bicicleta y	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

tener una manera de cerrarla o traerla.

Tengo opciones adecuadas de estacionamiento cerca de mi parada de autobús.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

6. Mientras espero el autobús ...

	Fuertemente de acuerdo	De acuerdo	No opinión	En desacuerdo	Totalmente en desacuerdo	No estoy seguro
--	------------------------	------------	------------	---------------	--------------------------	-----------------

Las paradas de autobús sean limpias y cómodas.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Me siento seguro mientras espero el autobús.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Los autobuses llegan a tiempo.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Los autobuses vienen frecuentemente.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

7. En el autobús...

	Fuertemente de acuerdo	De acuerdo	No opinión	En desacuerdo	Totalmente en desacuerdo	No estoy seguro
Es fácil pagar mi tarifa.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Los autobuses están limpios y son cómodos.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Me siento seguro mientras voy de pasajero de autobús.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Puedo encontrar un asiento o un lugar para colocar mi equipaje.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Tránsito Futuro

Como parte del plan, propondremos ideas sobre cómo la red de tránsito puede crecer para satisfacer las necesidades de la región durante los próximos 20 años. Cuéntanos qué te gustaría ver en el futuro.

### Pensando en el futuro

8. ¿Qué temas son los más importantes al pensar en el futuro sistema de tránsito? (Elija su top 2.)

- Reducir las emisiones de carbono
- Proveer opciones de viaje asequibles para las personas que lo necesiten

- Proveer una cantidad alta de capacidad para pasajeros
  - Proveer servicio al área geográfica más grande possible
  - Reducir la congestión vehicular
  - Mejorar la seguridad del sistema de tránsito
  - Proveer opciones de movilidad innovadoras para trabajo y recreación
  - Otro (¿Qué otros temas son importantes?)
- 
- 

**9. ¿Cuán frecuente usted espera utilizar el Sistema de transporte público (incluyendo todos los servicios de Cherrriots y las opciones de movilidad compartida) luego de que se levanten las restricciones relacionadas al COVID-19 y la vida vuelva a una “nueva normalidad”? (Seleccione una)**

- Varias veces a la semana
- Una vez a la semana
- Varias veces al mes
- Una vez al mes
- Varias veces al año
- Una vez al año o menos
- Nunca
- No estoy seguro

**10. ¿Qué tipo de viajes de transporte público usted piensa que es más probable que usted utilice en el futuro, Luego de que se levanten las restricciones asociadas al COVID-19 y la vida vuelva a una “nueva normalidad”? (Seleccione todas las que apliquen)**

- Compras
- Viajando hacia/ o desde su trabajo
- Viajando hacia/ o desde su escuela
- Citas médicas y otras citas
- Recreación, por ejemplo, visita a amistades, a lugares de entretenimiento o restaurantes

- Otro (¿Para qué otro tipo de viajes utiliza el tránsito?)

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11. **¿Hacia dónde usted le gustaría utilizar el transporte público (incluyendo todos los servicios de Cherrriots y opciones de movilidad compartida) que actualmente usted no puede utilizar?**

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12. **Por favor liste hasta tres posibles maneras en los que Cherrriots le podría servir a la comunidad por los próximos 20 años.**

1. 

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2. 

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3. 

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**Califique las siguientes preguntas usando la escala a continuación**

13. **¿Del estacionamiento estar limitado o no disponible al llegar a su destino, cuan probable es que usted utilice el autobús más frecuente de lo que lo hace actualmente?**

Muy improbable	Improbable	Neutral	Probable	Muy probable	No estoy seguro
----------------	------------	---------	----------	--------------	-----------------



14. En el futuro, ¿qué probabilidades hay de que viva fuera del centro de Salem, pero viaje con regularidad hacia o desde el centro de la ciudad?

Muy improbable	Improbable	Neutral	Probable	Muy probable	No estoy seguro
----------------	------------	---------	----------	--------------	-----------------

15. ¿De existir opciones más tecnológicas (tales como información en tiempo real de la ruta del autobús o una manera de pagar su tarifa con el teléfono) cuan probable usted usaría estas opciones?

Muy improbable	Improbable	Neutral	Probable	Muy probable	No estoy seguro
----------------	------------	---------	----------	--------------	-----------------

16. ¿De existir una van en donde se comparta el viaje u otra opción de compartir viajes que lo puedan llevar rápida y confiablemente desde su hogar hacia y desde el trabajo, cuan probable es que usted utilice este servicio?

Muy improbable	Improbable	Neutral	Probable	Muy probable	No estoy seguro
----------------	------------	---------	----------	--------------	-----------------

## Desventajas de inversiones futuras

17. ¿Del estacionamiento estar limitado o no disponible al llegar a su destino, cuan probable es que usted utilice el autobús más frecuente de lo que lo hace actualmente? (Utilice la escala debajo)

Mas acceso					Nuevos destinos	No estoy seguro
1	2	3	4	5		

**18. Cual es más importante: ¿caminar menos distancia al transporte público o un viaje más rápido?**

Caminatas más cortas				Viajes más rápidos		No estoy seguro
1	2	3	4	5		

**19. Cual es más importante: ¿una red de autobuses expandida, o mayor cantidad de opciones de movilidad (ej. bicicletas eléctricas, viajes compartidos, conexiones con aplicaciones de solicitar vehículos, etc.)?**

Más opciones de movilidad				Más rutas y horarios de autobuses		No estoy seguro
1	2	3	4	5		

**20. Existen muchas otras maneras en que Cherriots puede ayudar a mover a personas. ¿Cuáles son los tipos de servicios u opciones que deberíamos explorar? (Seleccione todas las que apliquen.)**

- Tránsito que responde a la demanda, como una ruta de autobús que es a pedido y sirve a una "zona" en lugar de paradas de autobús regulares
- Taxis/Uber/Lyft (o boletos para utilizar un servicio de taxis/Uber/Lyft a tarifa reducida/ gratis)
- Programa de compartir scooter (renta por minuto)
- Programa de compartir bicicletas (renta por minuto)
- Otro (¿Qué otros tipos de servicios u opciones deberíamos explorar?)

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**21. ¿De existir fondos disponibles, cuál serían sus dos primeras prioridades de áreas donde ese puede incrementar el presupuesto? (Seleccione dos.)**

- Autobuses de bajas emisiones o sin emisiones (por ejemplo, autobuses eléctricos de batería o autobuses de combustible de hidrógeno)
- Servicio más frecuente de autobuses
- Viajes de autobuses más rápidos o confiables
- Paradas de autobuses más seguras y cómodas
- Nuevas rutas de tránsito y áreas de servicio
- Tarifa reducida
- Maneras mejores o más rápidas para llegar a mi parada de autobús
- Otro (¿Qué otros tipos de servicios u opciones deberíamos explorar?)

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## **Siguientes pasos/Siga Informado**

¡Gracias por brindarnos su opinión y sus ideas! Estaremos utilizando su insumo para desarrollar y priorizar ideas dentro del Plan de Largo Plazo para el Manejo de Tránsito de 20 años.

### **Itinerario de enlace público**

Nosotros vamos a contactarlo para la próxima primavera del 2022 después de considerar su insumo y diseñar alternativas. Entonces en otoño de 2022 vamos a presentar el plan preliminar cuando este cercano a ser adoptado por la Junta de Directores de Cherriots.

### **¡Gracias por participar en el sondeo de Cherriots!**

Si usted es de las primeras 50 personas en enviar esta encuesta y proveer su información de contacto, le vamos a enviar una tarjeta de regalo de Fred Meyer a la dirección de postal que usted nos comparta debajo como un regalo de agradecimiento. (Nosotros mantendremos de manera confidencial la información de identificación personal y no la utilizaremos para otros propósitos)

## Preguntas finales

Nombre: \_\_\_\_\_

¿Cuál es su código postal?: \_\_\_\_\_ Número telefónico: \_\_\_\_\_

Dirección de correo electrónico: \_\_\_\_\_

Dirección (si desea ser elegible para recibir una tarjeta de regalo):

\_\_\_\_\_  
\_\_\_\_\_

### ¿Cómo le gustaría mantenerse informado?

- Me gustaría ser incluido en la lista de correo electrónico para recibir actualizaciones del proyecto (la dirección de correo electrónico no se compartirá con otras partes).
- Me gustaría ser incluido en la lista de correo electrónico para otras noticias y actualizaciones de Cherriots (la dirección de correo electrónico no se compartirá con otras partes).
- Solo quiero ser elegible para la tarjeta de regalo. No me contactes para otros fines.

### Comentarios adicionales

Proporcione cualquier otro comentario o sugerencia que le gustaría compartir con nosotros.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Preguntas demográficas

1. ¿Usted tiene una licencia de conducir vigente? (Seleccione una).

- Sí
- No

2. ¿Cuántos vehículos de motor en funcionamiento adecuado usted tiene disponible en su hogar? (Seleccione una.)

- Ninguno
- 1

- 2
- 3 o mas

**3. ¿Cuál es su edad? (Seleccione una.)**

- 0 – 17
- 18 – 24
- 25 – 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65 +
- Prefiero no contestar

**4. ¿Cuál es su raza o etnicidad? (Seleccione todos los que apliquen.)**

- Caucásico/Blanco
- Afroamericano/Negro
- Asiático
- Prefiero no contestar
- Hispano/Latino
- Hawaiano/ de las Islas del Pacifico
- Indígena de America/Nativo de Alaska
- Otro: \_\_\_\_\_

**5. ¿Usted tiene una discapacidad que afecta su movilidad? (Seleccione una.)**

- Sí
- No



# Final Recommendation

JULY 2021

Salem-Albany Corridor Feasibility Study





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# Executive Summary

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This report contains the recommendations for a transit service along the Salem-Albany Corridor. This report and recommendations support a larger conversation about transit between Oregon cities - and within the Willamette Valley - that has been taking place for years.

### Salem-Albany Corridor

The cities of Salem and Albany are not linked by low-cost public transit. Currently, the only options are Amtrak or the Cascades POINT bus, which are four to six times as expensive as the current Cherriots Regional fare. There is currently no public transit at all connecting to the cities of Jefferson and Millersburg.

More details on existing conditions, the state of current transit options, and higher level corridor transit design trade-offs can be found in the [Phase 1] Choices Memo for this project.

### Regional Transit Design and Key Choices

Cherriots Regional provides express bus service from Salem to communities in Marion, Polk, and Linn Counties. This system to the north gives us some good examples of service types that could be used between Salem and Albany.

The three regional service design types shown at right are all currently in use by Cherriots and all meet regional transit standards required by law.

More details on regional transit service types can be found on page 19 and in the [Phase 1] Choices Memo for this project.

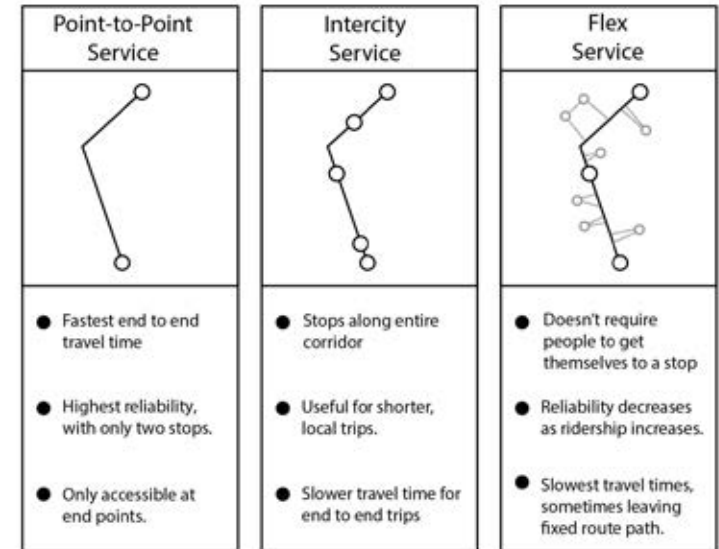


Figure 2: Three regional transit service design types currently being operated by Cherriots.

### Salem-Albany Corridor Feasibility Study Timeline



Figure 1: Two phases of public outreach helped to direct the project both before and after Alternatives were developed.

### Phase 1: Public Input

The existing conditions and key route design choices were presented to the public in a midday Online Community Meeting. A recording of the meeting was posted on the project web page and a follow-up survey was made available to anyone who wished to provide feedback on the design trade-offs, key choices, and the project.

## Corridor Service Alternatives

Using feedback on service trade-offs from phase 1 outreach, two Corridor Transit Alternatives were developed. These two designs are meant to illustrate trade-offs of how service could be provided along the corridor.

### Express Service

The Express Service Alternative uses the Point-to-Point design type to provide the fastest travel times and shortest waits at rush hour between the major cities, where the most people and jobs are located.

### Intercity Route

The Intercity Route uses the Intercity design type to provide service between all four cities across the whole day. Providing slower end to end travel times, but being available during midday and early evening periods.

More details on the Alternatives can be found starting on page 20.

## Phase 2: Public Input

The Alternatives and Key Choices were presented to the public via a second Online Community Meeting and an interactive website and survey.

Online Open House survey respondents saw both Alternatives as being beneficial.

When asked to choose between the Alternatives. The Intercity Route was the preferred option by 63% of respondents.

More details on the survey response to the two Alternatives and key transit questions can be found starting on page 25 [and in the public input summary memo].

Alternative	Express Service	Intercity Route
Short waits at rush hour?	●	
Available at midday and evening?		●
Fast trip between the busiest places?	●	
More stops?		●
Smaller towns included?		●

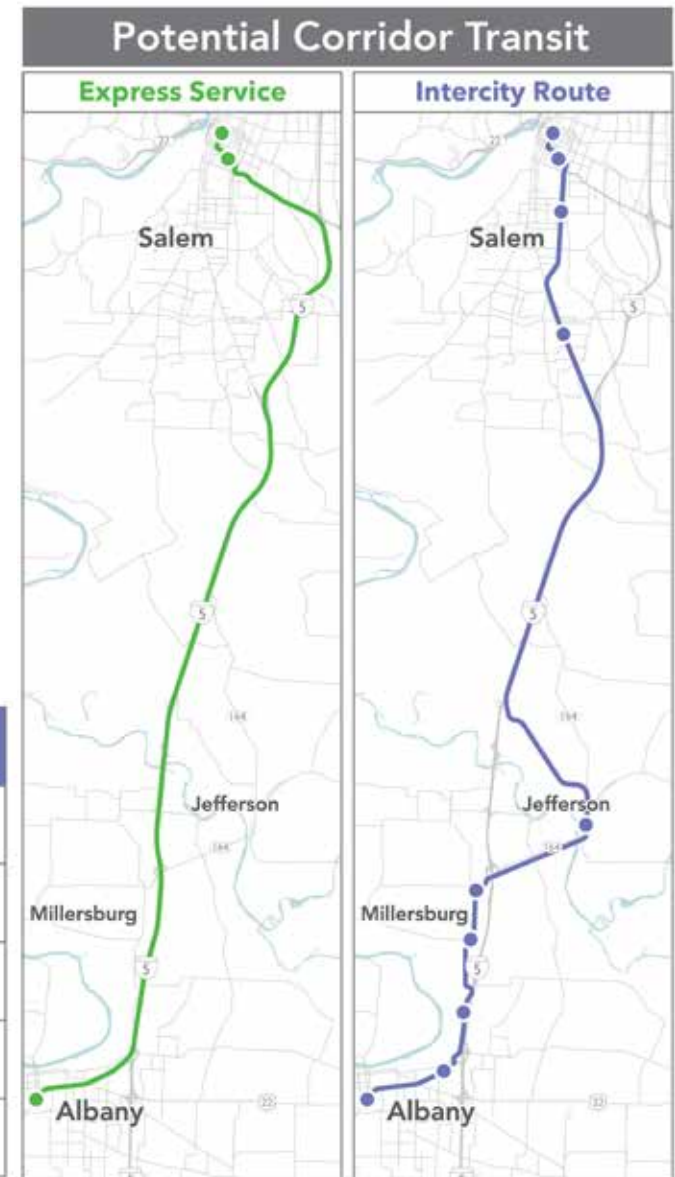


Figure 3: Map and Graphic showing two Corridor Transit Alternatives. Both Alternatives have benefits and the public was asked which they felt would best service the corridor.

## Recommended Route

The cities of Salem and Albany are not currently linked by low-cost public transit. This route would fill this gap, as well as introduce transit service to the cities of Jefferson and Millersburg.

## Connecting All Four Cities

New connections along the I-5 corridor will allow transit riders to use transit to access jobs, medical treatment, shopping and other opportunities.

## All-day and Saturday Service

By providing service all day and on Saturdays this route will allow people to use transit for more than just rush-hour commutes.

## Optional Express Rush Hour Trips

If riders strongly desire a direct point-to-point rush hour service between Salem and Albany it is possible to run select trips within the recommended service pattern.

More details on stop locations, scheduling options, cost estimates and potential funding opportunities can be found on the following pages.

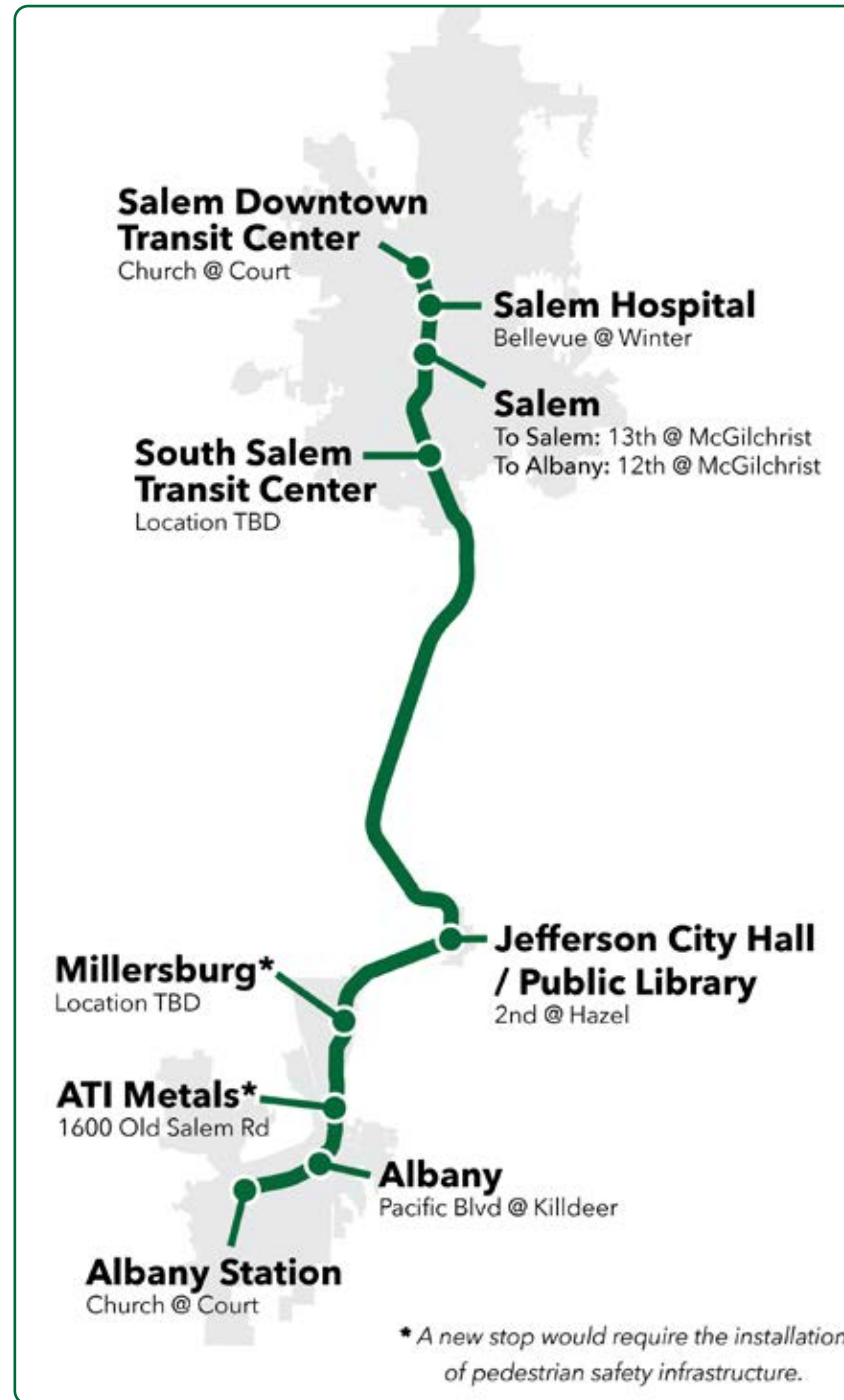


Figure 4: The Recommended Route was based off of the Intercity Alternative. It would provide service six days per week and connect all four cities along the corridor.

# 1. Corridor Recommendations

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### Recommended Route

This route would provide an affordable connection between Salem and Albany, a transit trip that currently requires a premium fare on Amtrak or POINT bus. It would also open up new connections and trips, currently impossible via transit today, helping the communities of Jefferson and Millersburg to gain access to the larger Statewide Transit Network.

### Proximity to Transit

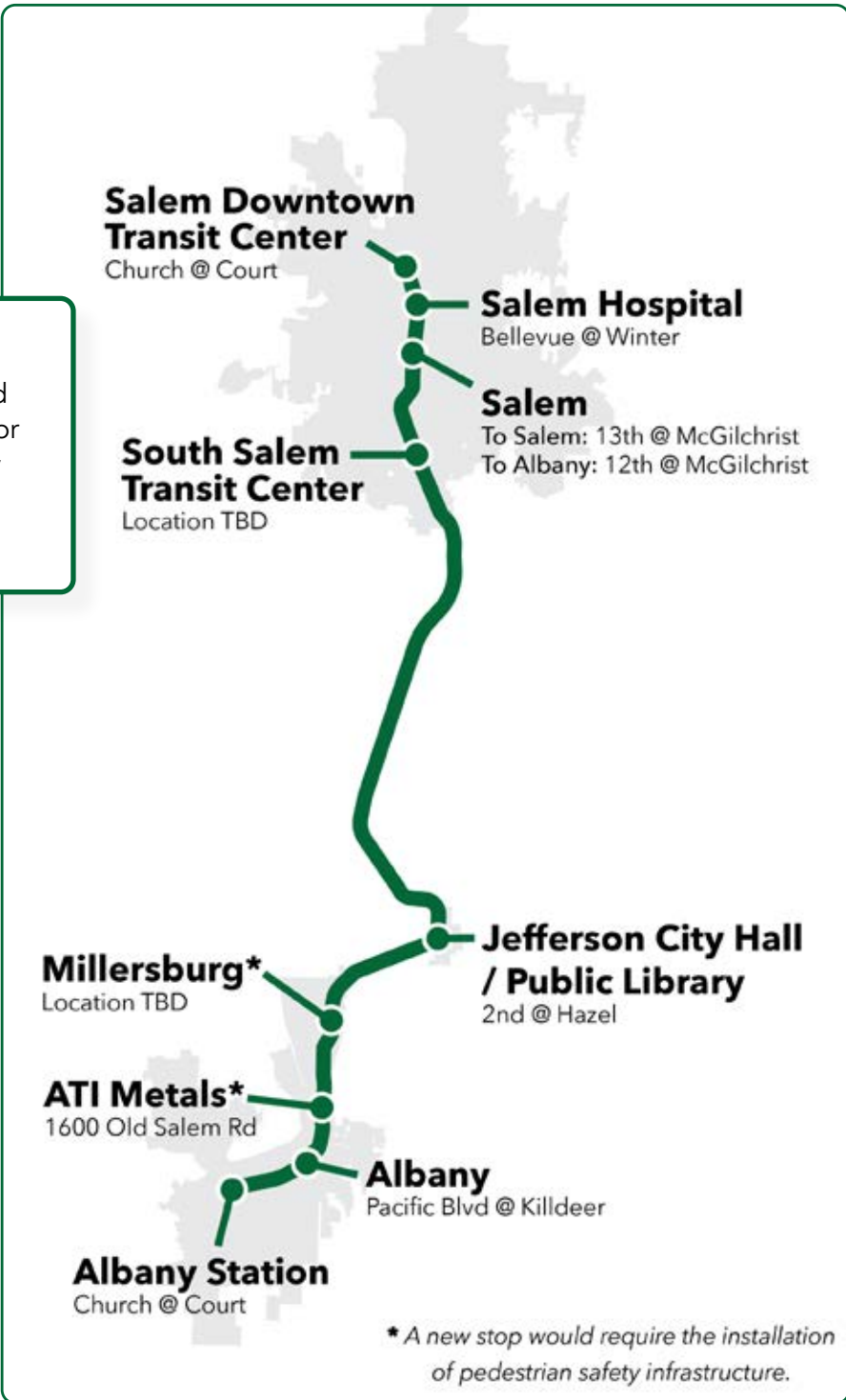
Who is within 1/2 mile of a stop



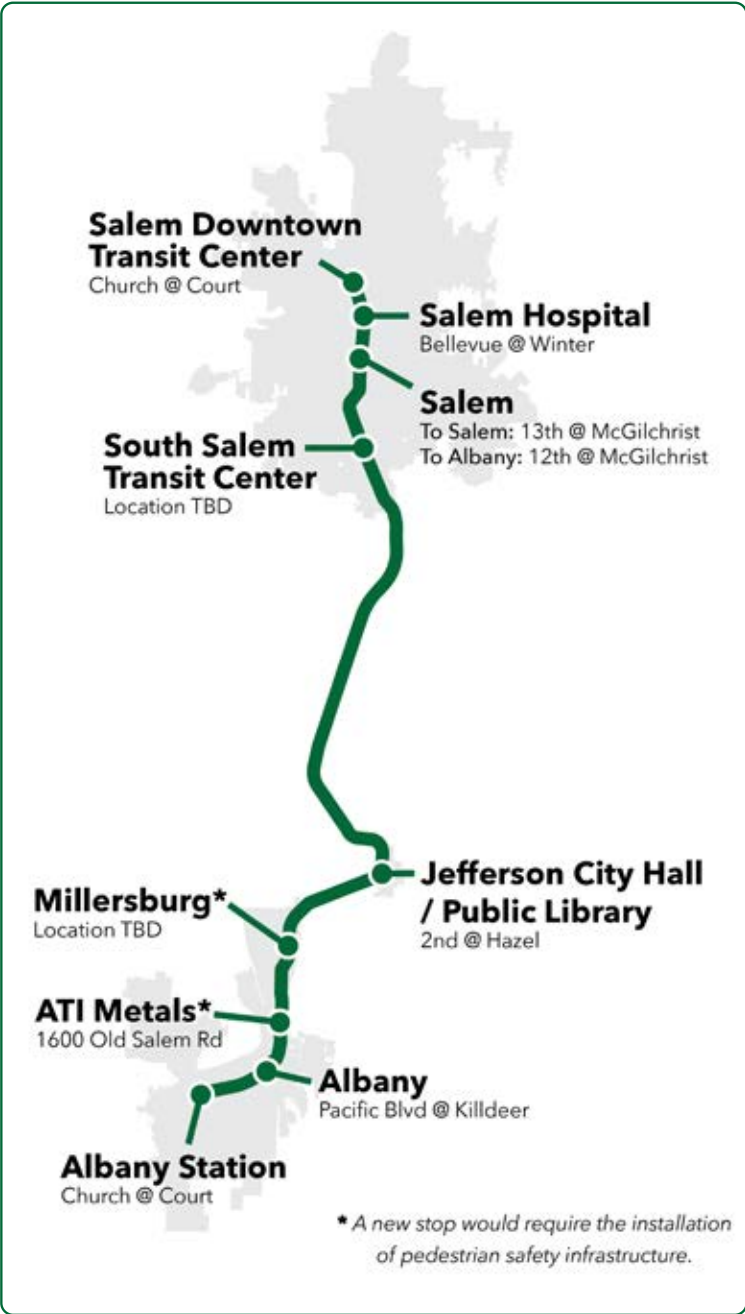
Who is within 1 mile of a stop



The Recommended Route shown at right, would provide a bus stop within 1 mile of 65,800 residents and 68,400 jobs along the corridor. This includes residents and employers in Jefferson and Millersburg who currently have no access.







### Salem

This route would be anchored in the north at the Salem Downtown Transit Center, helping potential riders make connections to other regional and local routes. Three additional stops in Salem would include one near the Salem Hospital and another at the future South Salem Transit Center.

### Jefferson

A new stop in Jefferson at the centrally located Public Library and City Hall would provide Jefferson with fixed route transit service.

### Millersburg

Millersburg would gain a fixed route bus service helping residents and employers make both north and south-bound connections. Any potential stops in Millersburg would require additional pedestrian infrastructure to provide safe access to a new service.

More details on proposed stop locations within each city and any potential issues or barriers can be found on the following pages.

### Albany

Albany’s Amtrak Station would serve as the southern anchor for the route, helping riders connect to local Albany Transit System routes and regional connections to Linn-Benton Community College, Corvallis and the Coast.

An additional stop north of Albany Station would provide access to shopping, groceries and services within Albany.

### Long Distances Between Stops

Why does the Recommended Route have long distances between stops, even within cities?

Federal regulations require that any “local” transit route be complemented by ADA paratransit. Paratransit is a taxi-like service for people with certain disabilities. Paratransit is quite costly to provide, especially over long distances. A “local” transit route between Salem and Albany, including paratransit, would be so costly that it would be unaffordable in the foreseeable future. A transit route between cities isn’t considered “local” and therefore doesn’t require paratransit if its bus stops are spaced far apart. This is why the Alternatives considered in this process and the Recommended Route all include very few bus stops - perhaps just one - in each city.

# SALEM | Jefferson | Millersburg | Albany

MONDAY - SATURDAY  
LUNES - SABADOS

- Salem Downtown Transit Center
- Salem Hospital
- Salem
- South Salem Transit Center
- Jefferson City Hall / Public Library
- Millersburg
- ATI Metals
- Albany
- Albany Station

## Salem Stops

Salem is currently served locally by Cherrits, and regionally by Cherrits Regional. By working to connect this new route to existing services, riders will be able to make a single transfer into the larger transit system.



## Downtown Transit Center

The Salem Downtown Transit Center allows riders to make safe, easy transfers between routes and would allow this new route easy access into the larger Cherrits Local and Regional networks.

## Salem Hospital

A stop at the Salem Hospital will allow riders to quickly access healthcare and jobs, a desire expressed multiple times during public outreach. In addition crosswalks and sidewalks between this stop and the Salem Railroad Station allows for connections with Amtrak and Oregon POINT bus.

## 12th/13th @ McGilchrist

Stops at 12th/13th and McGilchrist allows riders to access nearby health and social service facilities, including the State Social Security Offices.

## South Salem Transit Center

A stop at the future South Salem Transit Center (location TBD), would allow this route to make seamless connections with Cherrits routes operating in South Salem, as well as provide access to the nearby stores on South Commercial Blvd., including a Walmart with groceries and medical services.

Salem | **JEFFERSON** | Millersburg | Albany

MONDAY - SATURDAY  
LUNES - SABADOS

- Salem Downtown Transit Center
- Salem Hospital
- Salem
- South Salem Transit Center
- **Jefferson City Hall / Public Library**
- Millersburg
- ATI Metals
- Albany
- Albany Station

### Jefferson Stop

Jefferson currently does not have fixed route transit service. This route would create a new transit connection with Salem to the north, and Millersburg and Albany to the south. These new connections would give Jefferson residents access to new opportunities along the corridor and give the corridor access to Jefferson businesses and attractions.



### Jefferson City Hall / Public Library

By having a centrally located stop next to Jefferson City Hall and Public Library transit access is provided to the heart of Jefferson. This location also allows for opportunities to work with the City of Jefferson to provide riders access to public restrooms and city facilities.

Salem |  
Jefferson |  
**MILLERSBURG** |  
Albany

MONDAY - SATURDAY  
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- Salem Downtown Transit Center
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- Albany Station

### Millersburg Stops

For transit to safely provide service to a stop, infrastructure must provide both a safe location to board and alight the bus, and a safe crossing for riders to reach their destination.

Pedestrian safety is an issue that will need to be resolved in order for new stops to be introduced in Millersburg.



### Morningstar or Conser @ Old Salem

Currently the intersections of both Morningstar and Conser with Old Salem Rd have sidewalks on only the west side of Old Salem Rd. A safe location along the east side of Old Salem Rd would need to be identified and a safe crossing would need to be installed before a bus could begin providing service to either stop location. With traffic speeds at 50 mph along this section of Old Salem Rd, infrastructure changes would be required before a new bus service could begin to provide safe transit access. This road is owned and operated by Linn County.

### Old Salem & ATI Metals

Like the potential stops to the north, a new stop at ATI Metals would require additional infrastructure to be installed before new bus service could be provided. While there are currently sidewalks on both sides of Old Salem Rd, there isn't a nearby crosswalk to allow riders to safely access the reverse direction of their trip.

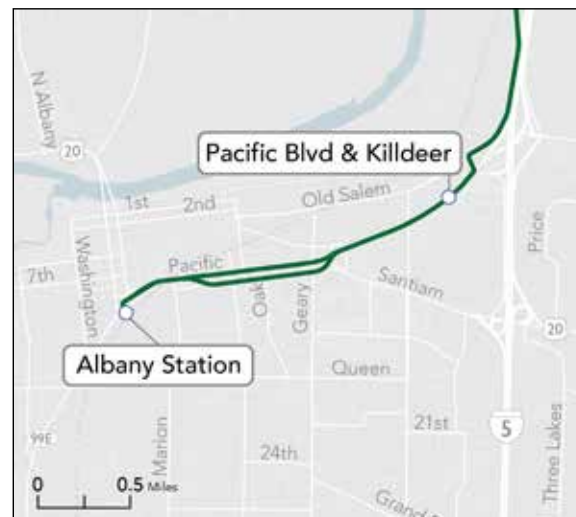
Salem |  
Jefferson |  
Millersburg |  
**ALBANY**

MONDAY - SATURDAY  
LUNES - SABADOS

- Salem Downtown Transit Center
- Salem Hospital
- Salem
- South Salem Transit Center
- Jefferson City Hall / Public Library
- Millersburg
- ATI Metals
- Albany
- Albany Station

### Albany Stops

Similar to Salem, Albany already has local transit service. These new Albany stops would provide important connections to the now unconnected cities of Millersburg and Jefferson. New stops would also provide useful connections to existing transit service in the city of Albany, which includes Linn-Benton Community College, health clinics, and other destinations of regional importance.



### Pacific Blvd @ Killdeer

A Stop at Pacific Blvd and Killdeer would provide access to nearby shopping in north Albany. Today stores in this location include a Winco, Costco, and Kohls. In public comments about this service, the ability to reach grocery stores via a new route between Salem, Jefferson, Millersburg, and Albany was described as valuable by some commenters.

### Albany Station

An anchor stop at the Albany Amtrak Station would allow the route to make connections with the Albany Transit System (ATS), as well as the Linn Benton Loop, the Coast to Valley Express, Oregon Point Bus, the Linn Shuttle and Amtrak trains. Having a central location to time bus connections will allow riders of this new route to expand their reach via a single transfer.



## Potential Schedules

This schedule, and the one on the following page, are meant to be illustrative examples. The arrival and departure times shown are based on current assumptions and approximations.

If this route is funded and implemented in the future, then new schedules will be proposed, tested and finalized at that time.

### All-Day, All-Cities Pattern

The route would make six trips per day during the week and four trips on Saturdays. With the first southbound trip departing the Salem Downtown Transit Center at 6:00 am and the first northbound trip departing the Albany Amtrak Station at 7:15 am. Service would be provided every 2.5 hours and the last trip during weekdays would pull in at 8:50 pm.

Connecting at the Salem Downtown Transit Center helps riders make transfers to local as well as regional routes, helping to fill in the public transit gap between Albany and Portland.

All-day connections between Salem, Jefferson, Millersburg, and Albany will allow

Weekdays   <i>Días de semana</i>   To Albany								
Salem Downtown Transit Center	Salem Hospital	Salem	South Salem Transit Center	Jefferson Library/ City Hall	Millersburg	ATI Metals	Albany	Albany Amtrak Station
Church @ Court	Bellevue @ Winter	12th @ McGilchrist	TBD	150 N 2nd	TBD	1600 Old Salem Rd	Pacific @ Killdeer	110 SW 10th
6:00a	6:03a	6:08a	6:18a	6:38a	6:46a	6:52a	6:58a	7:05a
8:30a	8:33a	8:38a	8:48a	9:08a	9:16a	9:22a	9:28a	9:35a
11:00p	11:03p	11:08a	11:18a	11:38a	11:46a	11:52a	11:58a	12:05p
1:30p	1:33p	1:38p	1:48p	2:08p	2:16p	2:22p	2:28p	3:35p
4:00p	4:03p	4:08p	5:18p	4:38p	4:46p	4:52p	4:58p	5:05p
6:30p	7:33p	6:38p	6:48p	7:08p	7:16p	7:22p	7:28p	7:35p

Weekdays   <i>Días de semana</i>   To Salem								
Albany Amtrak Station	Albany	ATI Metals	Millersburg	Jefferson Library/ City Hall	South Salem Transit Center	Salem	Salem Hospital	Salem Downtown Transit Center
110 SW 10th	Pacific @ Killdeer	1600 Old Salem Rd	TBD	150 N 2nd	TBD	13th @ McGilchrist	Bellevue @ Winter	Church @ Court
7:15a	7:22a	7:28a	7:34a	7:42a	8:02a	8:12a	8:17a	8:20a
9:45a	9:52a	9:58a	10:04a	10:12a	10:32a	10:42a	10:47a	10:50a
11:15a	11:22a	11:28a	11:34a	11:42a	12:02p	12:12p	12:17p	12:20p
2:45p	2:52p	2:58p	3:04p	3:12p	3:32p	3:42p	3:47p	3:50p
5:15p	5:22p	5:28p	5:34p	5:42p	6:02p	6:12p	6:17p	6:20p
7:45p	7:52p	7:58p	8:04p	8:12p	8:32p	8:42p	8:47p	8:50p

Saturdays   <i>sábados</i>   To Albany								
Salem Downtown Transit Center	Salem Hospital	Salem	South Salem Transit Center	Jefferson Library/ City Hall	Millersburg	ATI Metals	Albany	Albany Amtrak Station
Church @ Court	Bellevue @ Winter	12th @ McGilchrist	TBD	150 N 2nd	TBD	1600 Old Salem Rd	Pacific @ Killdeer	110 SW 10th
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Saturdays   <i>sábados</i>   To Salem								
Albany Amtrak Station	Albany	ATI Metals	Millersburg	Jefferson Library/ City Hall	South Salem Transit Center	Salem	Salem Hospital	Salem Downtown Transit Center
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5:45p	5:52p	5:58p	6:04p	6:12p	6:32p	6:42p	6:47p	6:50p

<b>Route runs Monday through Saturday. There is no service on Sunday or these holidays:</b>								
New Year's Day Labor Day		Presidents Day Veterans Day		Memorial Day Thanksgiving Day		Independence Day Christmas Day		
<b>La Ruta opera de lunes a sábado. No hay servicio en domingo o los siguientes días feriados:</b>								
Día de Año Nuevo Día del Trabajo		Día del Presidente Día de los Veteranos		Día de la Conmemoración Día de Acción de Gracias		Día de la Independencia Día de Navidad		

Figure 5: This is an example of how the route could be scheduled to operate six days per week.

the route to be helpful for job and non-job related trips. It would connect riders to all four cities, medical facilities, pharmacies and grocery stores, and would support non-work-related trips between multiple communities.

Saturday would see less overall trips than weekdays, but service six days per week is more useful and reliable service for weekend work trips, shopping, visiting, and errands.

### Select Express Trips at Rush Hour

During public outreach the Express Alternative also received support, although less than the Intercity. The schedule to the right is an example of how the two Alternatives could be combined.

By skipping four stops the route would offer faster end-to-end trips for potential riders looking for a direct connection between Salem and Albany during rush hours, bypassing Jefferson, Millersburg, and North Albany.

Weekdays   <i>Días de semana</i>   To Albany								
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3:30p	3:33p	3:38p	3:48p					4:18p
5:30p	5:33p	5:38p	5:48p	6:08p	6:16p	6:22p	6:28p	6:35p

Weekdays   <i>Días de semana</i>   To Salem								
Albany Amtrak Station	Albany	ATI Metals	Millersburg	Jefferson Library/ City Hall	South Salem Transit Center	Salem	Salem Hospital	Salem Downtown Transit Center
110 SW 10th	Pacific @ Killdeer	1600 Old Salem Rd	TBD	150 N 2nd	TBD	13th @ McGilchrist	Bellevue @ Winter	Church @ Court
7:00a					7:30a	7:40a	7:45a	7:48a
9:15a	9:22a	9:28a	9:34a	9:42a	10:02a	10:12a	10:17a	10:20a
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4:30p					5:00p	5:10p	5:15p	5:18p
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Saturdays   <i>sábados</i>   To Albany								
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Saturdays   <i>sábados</i>   To Salem								
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Route runs Monday through Saturday. There is no service on Sunday or these holidays:			
New Year's Day	Presidents Day	Memorial Day	Independence Day
Labor Day	Veterans Day	Thanksgiving Day	Christmas Day

La Ruta opera de lunes a sábado. No hay servicio en domingo o los siguientes días feriados:			
Día de Año Nuevo	Día del Presidente	Día de la Conmemoración	Día de la Independencia
Día del Trabajo	Día de los Veteranos	Día de Acción de Gracias	Día de Navidad

Figure 6: This is an example of how the route could be scheduled with rush hour express trips.



### Estimating Costs

A transit route’s costs consist of two types of costs: annual operating costs and one-time capital costs. Annual operating cost consists of the money needed to pay the driver and other staff, fuel the bus, and do other things to operate the route. Initial capital cost is the money needed to purchase new vehicles and/or pay for any infrastructure the new route requires.

### Operating Costs

Annual operating cost estimates for the proposed route will vary dependent on how the final schedule is designed. The table to the right shows the 2022 estimated costs to operate 5 or 6 daily weekday trips and 4 Saturday trips. Using these assumptions we can estimate the annual cost range to serve this corridor.

Operating Costs	Estimated Annual Revenue Hours	Estimated Annual Revenue Miles	Estimated Annual Cost (2022 dollars)
<b>5 Daily Weekday Trips + 4 Saturday Trips</b>			
5 Weekday and 4 Sat. Trips Serving All Cities	3,700	88,000	\$331,000
Alternative Option: 2 Express Trips	3,400	83,000	\$307,000
<b>6 Daily Weekday Trips + 4 Saturday Trips</b>			
6 Weekday and 4 Sat. Trips Serving All Cities	4,300	103,000	\$389,000
Alternative Option: 2 Express Trips	4,000	98,000	\$366,000

Capital Costs	Estimated Cost (2022 dollars)
New Regional Transit Vehicle	\$273,000
Spare Vehicle (if required)	\$273,000

### Capital Costs

The primary capital cost for this route would lie in the purchase of a new vehicle. The estimated 2022 cost to purchase a new bus similar to the type used on Cherriot's regional routes would be \$273,000 dollars. If a spare vehicle is required to meet minimum spare vehicle ratio standards this cost would double.

**What is a Spare Vehicle Ratio:**  
 Depending on the funding and operations outcomes of this proposed route, Cherriot's regional may be in a position where an additional vehicle purchase is required to meet their Spare Vehicle Ratio (SVR). The SVR is an internal standard for spare transit vehicles meant to buffer against unexpected maintenance issues and vehicle breakdowns with the goal of reducing disruption to scheduled service.

## Potential Funding

Funding for a new transit service can come from a combination of sources, but the most important factor is having all the impacted agencies, governments and communities in agreement that a new route will benefit the region.

If all parties are in agreement, then a pilot program can test the service. There are various potential sources for pilot projects, as there are for stable long-term funding.

## Oregon State Transit Funding

In Oregon, most transit funding comes from the Special Transportation Fund (STF) and Statewide Transportation Improvement Fund (STIF). Oregon uses biennial budgeting, meaning funds are planned out in two-year periods. Future funding opportunities would become available in the upcoming 2024 - 2025 biennium.

In the past, STF funds were flexible with the goal of improving transit for Oregon seniors and disabled populations. STIF funds were divided and distributed in a few ways. 90% of STIF funds were allocated by formula to localities based on the amount of payroll tax generated per area. Remaining funds were discretionary, dispersed to local transit providers through a competitive

state-wide grant program. These discretionary funds are allocated through two programs, the STIF Discretionary and the Statewide Transportation Network, often targeted pilot transit services, technology projects, and improving coordination and connectivity between cities and towns across Oregon.

In 2020, the Governor signed into law Oregon Senate Bill 1601 (SB 1601) which calls for the STF and STIF funding streams to be combined. While this process is still underway, details on how these changes will impact transit funding remain unknown, but it is likely that future transit funding will remain supportive of outcomes similar to the two individual programs that are being combined.

## Federal Transit Funding

When looking towards Federal sources for transit funding a larger number of options emerge. However, many grants are structured for large urban areas, bus replacements or planning and technological innovation.

This corridor would likely be a reasonable candidate for the FTA 5310 grant which focuses on improving mobility for seniors and disabled individuals; FTA 5311 grant which focuses on rural area transit; and FTA

5311(f) grant which focuses improving intercity transit. Many of these federal grants can be applied for and combined with local state level funding.

## Other Potential Funding Sources

In addition to the State and Federal opportunities, there are additional sources for potential funding. Most grants have matching fund aspects which can help with the overall funding, but also show local support for a project. Commonly Federal Grant matching funds will come from State level grants, but local jurisdictions, MPOs, or other local partners sometimes contribute.

## Collaboration is Key

Again, the key to getting funding for multi-jurisdictional transit is to create good coordination and communication between all agencies and communities involved. This intercity route would touch 2 MPOs (SKATS in the Salem region, and AAMPO in the Albany region), 4 cities (Salem, Jefferson, Millersburg, Albany), 2 transit agencies (Cherriots, ATS), and various unincorporated communities.

Achieving a high level of support and coordination would provide this project both more potential funding sources and more momentum for long term success.

## 2. Service Alternatives and Public Input

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## Alternatives Development

To help explain how transit could serve the corridor, two Service Alternatives were developed. The Alternatives were used to illustrate potential service types, schedules and stops for public feedback.

## Regional Service Types

Cherriots Regional provides express bus service from Salem to 17 communities in Marion, Polk, and Linn Counties. This system to the north gives us some good examples of service types that could be used between Salem and Albany.

The three types of routes described here do not require “complementary paratransit,” which is a door-to-door service for people with disabilities commonly offered in major cities (federal funding for fixed-route bus service mandates complementary paratransit service). Such door-to-door service is valuable for the people who use it, but becomes a costly barrier to providing long-distance routes between cities.

Point-to-Point Service, like Cherriots Route 1X, is often used for express rush hour service design. It is able to provide higher speeds and more reliable

**Cherriots Regional Transit Service Types**

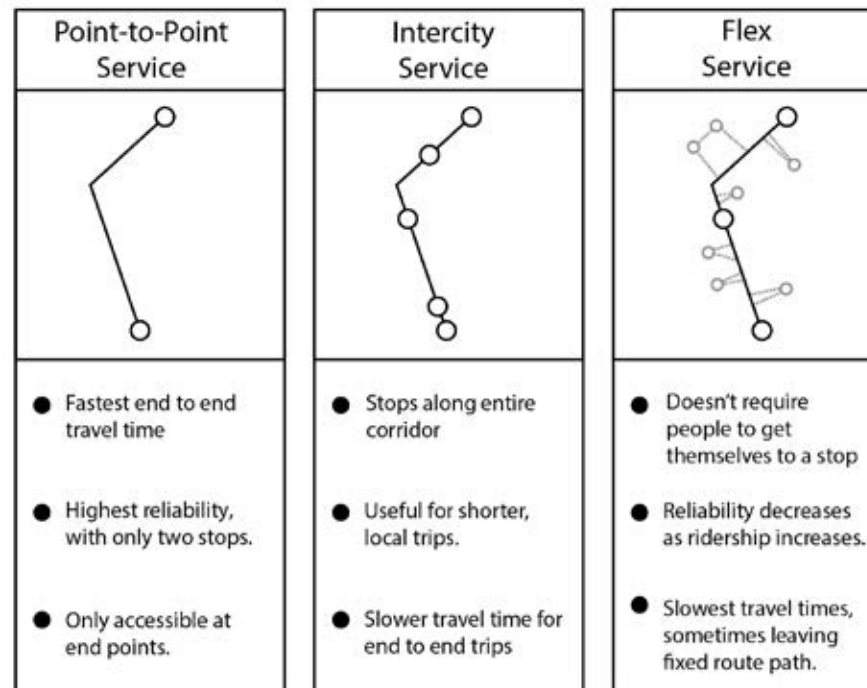


Figure 7: Regional transit can take many forms to best suit the communities it serves, each with its own strengths and weaknesses.

service, but only serves limited stops. The Express Service Alternative is based on this service type.

Intercity Service, like Cherriots Route 10X, creates connections between multiple points along a route creating a route which is more useful for shorter trips, and is the type of service which reaches smaller towns. The Intercity Route Alternative is based on this service type.

Flex or deviated-fixed-route service, like Cherriots Route 45 - Central Polk County, can provide a higher level of coverage by deviating from standard stops when requested. Successful flex routes require a short overall route length. When route distances increase, reliability decreases and costs increase quickly. For those reasons it was not considered during the Alternatives phase of this study.

## Express service

The Express Service Alternative would provide a fast and direct connection between downtown Salem and downtown Albany.

## Local Stops

The Express Service would have just a few stops in Salem and downtown Albany with no intermediate stops in South Salem, Jefferson, Millersburg or north of downtown Albany. Having few stops would make end-to-end travel faster and more frequent.

## Schedule

The Express Service would offer departures every thirty-minutes, but only during rush-hours on weekdays.

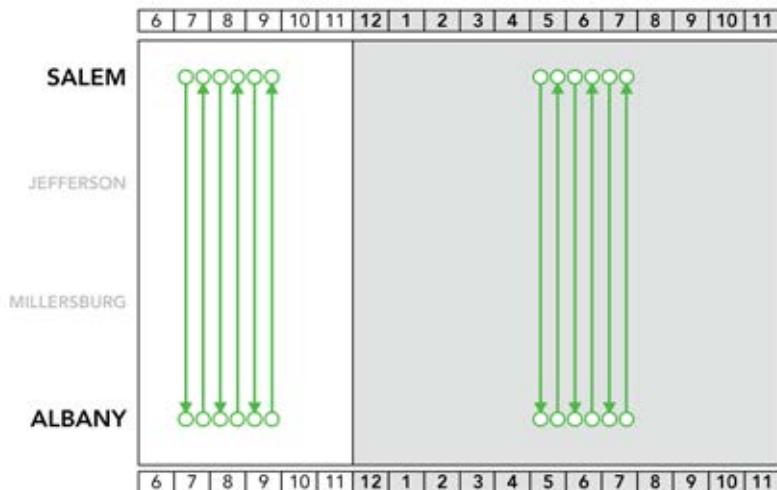
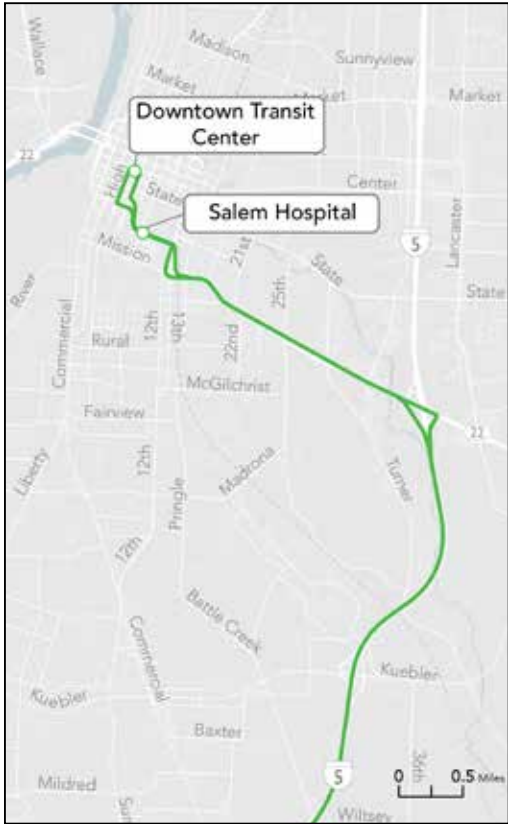


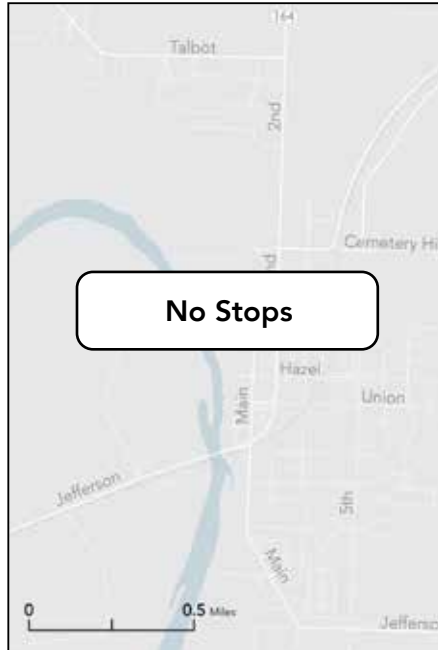
Figure 8: Map and Trip Graphic for the Express Service Alternative presented to the public.



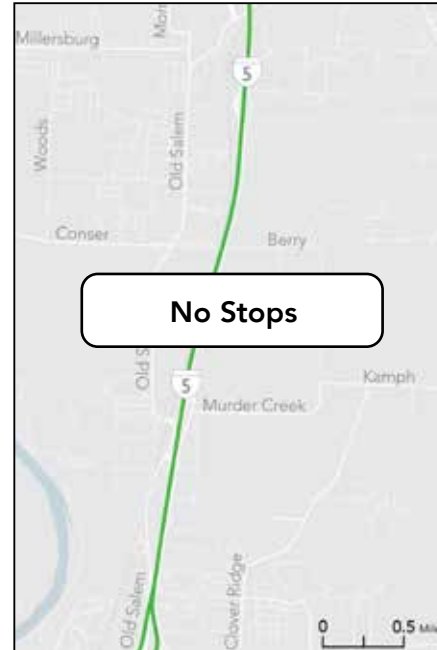
Salem, OR



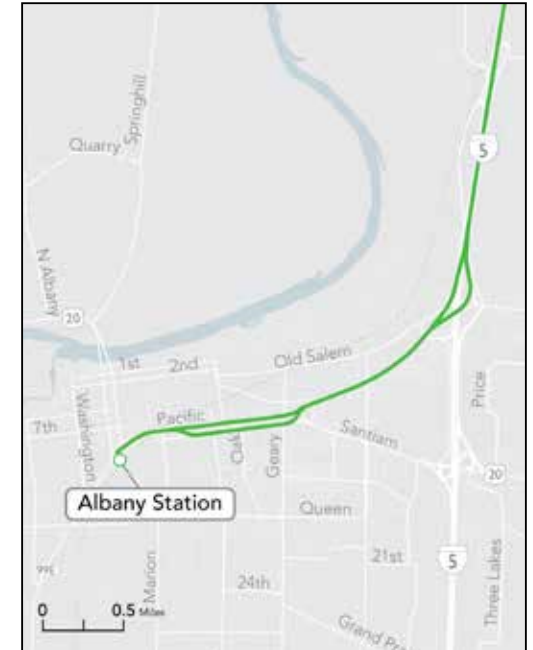
Jefferson, OR



Millersburg, OR



Albany, OR

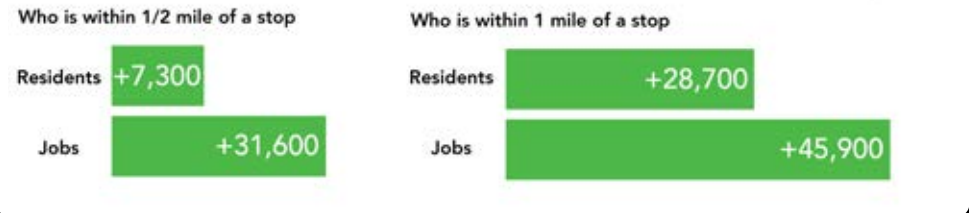


**Express Service Stops:**

The Express Service would offer a direct connection between Salem and Albany. It would provide two stops in Salem and a single stop in Albany, no stops would be made in Jefferson or Millersburg. The reduced number of stops allows for faster end-to-end trip times, more comparable to personal automobile commutes.

**Proximity to a Bus Stop:**

The Express Service would provide coverage to residents and jobs in Salem and Albany, but none to Jefferson or Millersburg. Both Salem and Albany downtowns have large concentrations of jobs which can be seen reflected in the high number of jobs within 1/2 mile and 1 mile.



## Intercity Route

The Intercity Route Alternative would connect four cities: Salem, Jefferson, Millersburg and Albany. The route would provide trips between cities currently unconnected by transit.

## Local Stops

The Intercity Route would have stops in Salem and downtown Albany with intermediate stops in South Salem, Jefferson, Millersburg and north of downtown Albany.

## Schedule

The Intercity Route would offer departures every two and a half hours, between 7 am and 9 pm on weekdays.

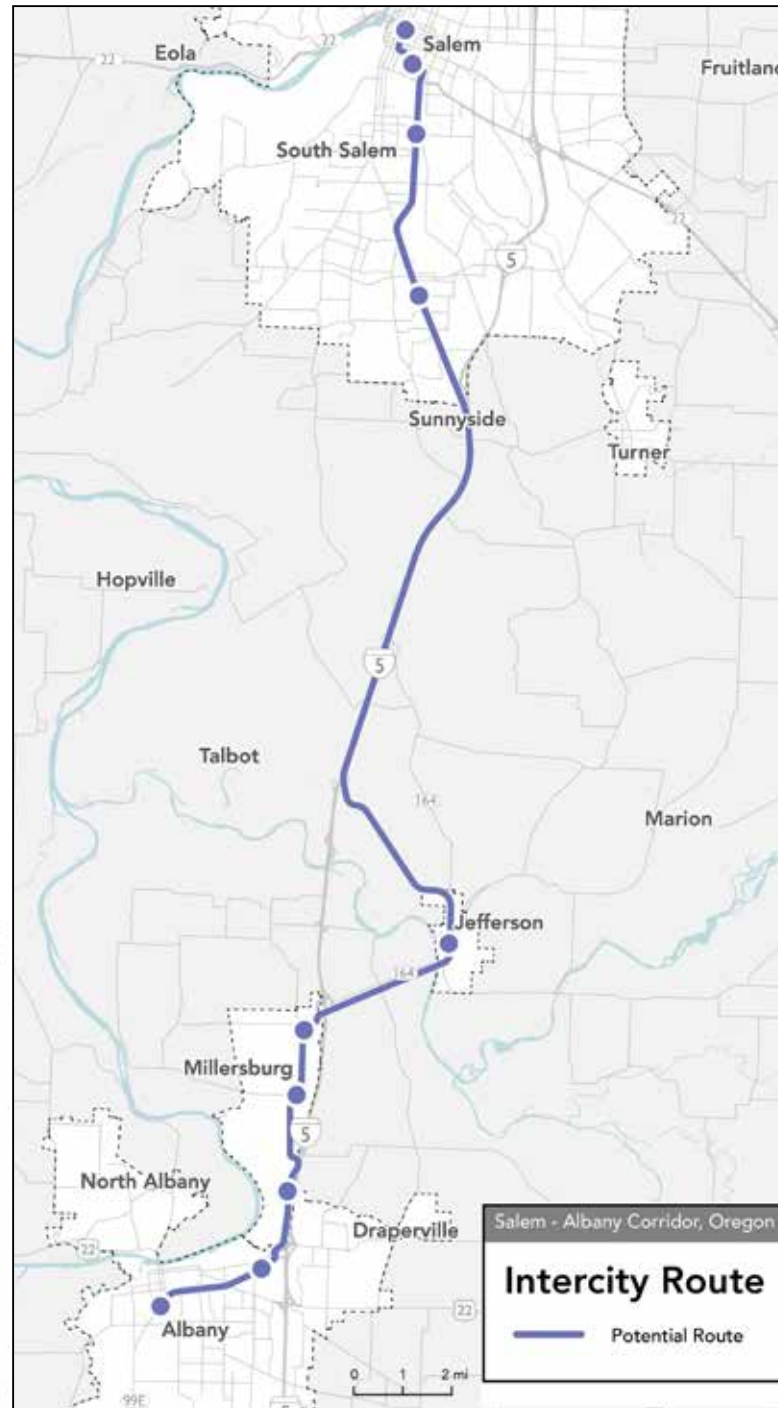
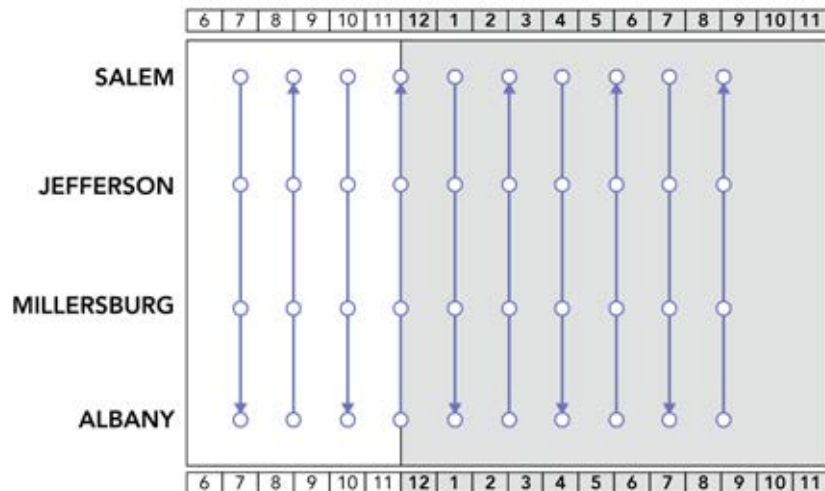


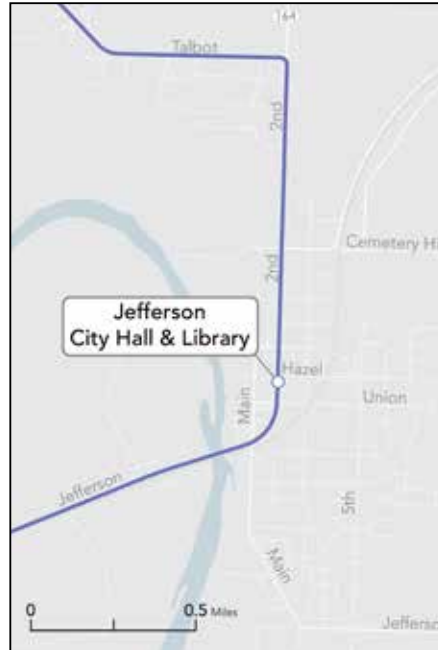
Figure 9: Map and Trip Graphic for the Intercity Route Alternative presented to the public.



Salem, OR



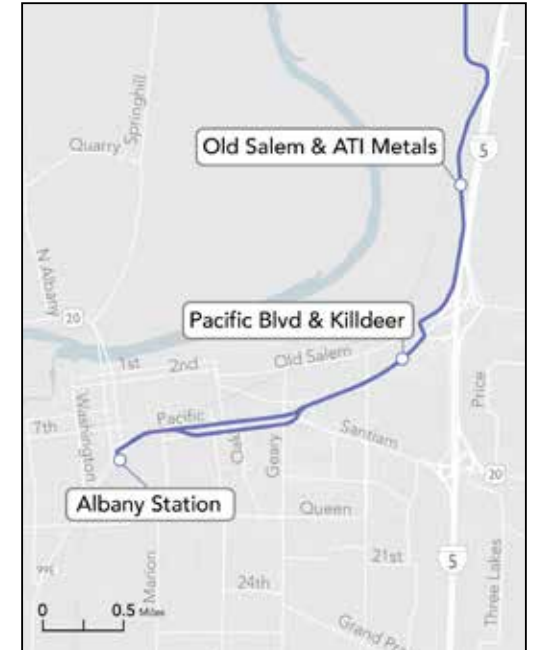
Jefferson, OR



Millersburg, OR



Albany, OR

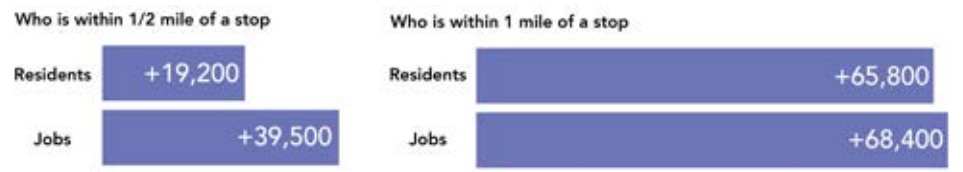


**Intercity Route Stops:**

The Intercity Route would provide stops in Salem, Jefferson, Millersburg and Albany. Salem and Albany would gain additional stops within the city when compared to the Express Service. Jefferson and Millersburg would gain new access to transit connecting their communities with other residents and jobs along the corridor.

**Proximity to a Bus Stop:**

The Intercity Route would provide coverage to all four cities of Salem, Jefferson, Millersburg, and Albany. This can be seen in the higher total numbers of jobs and residents within 1/2 mile and 1 mile of an Intercity Route stop.

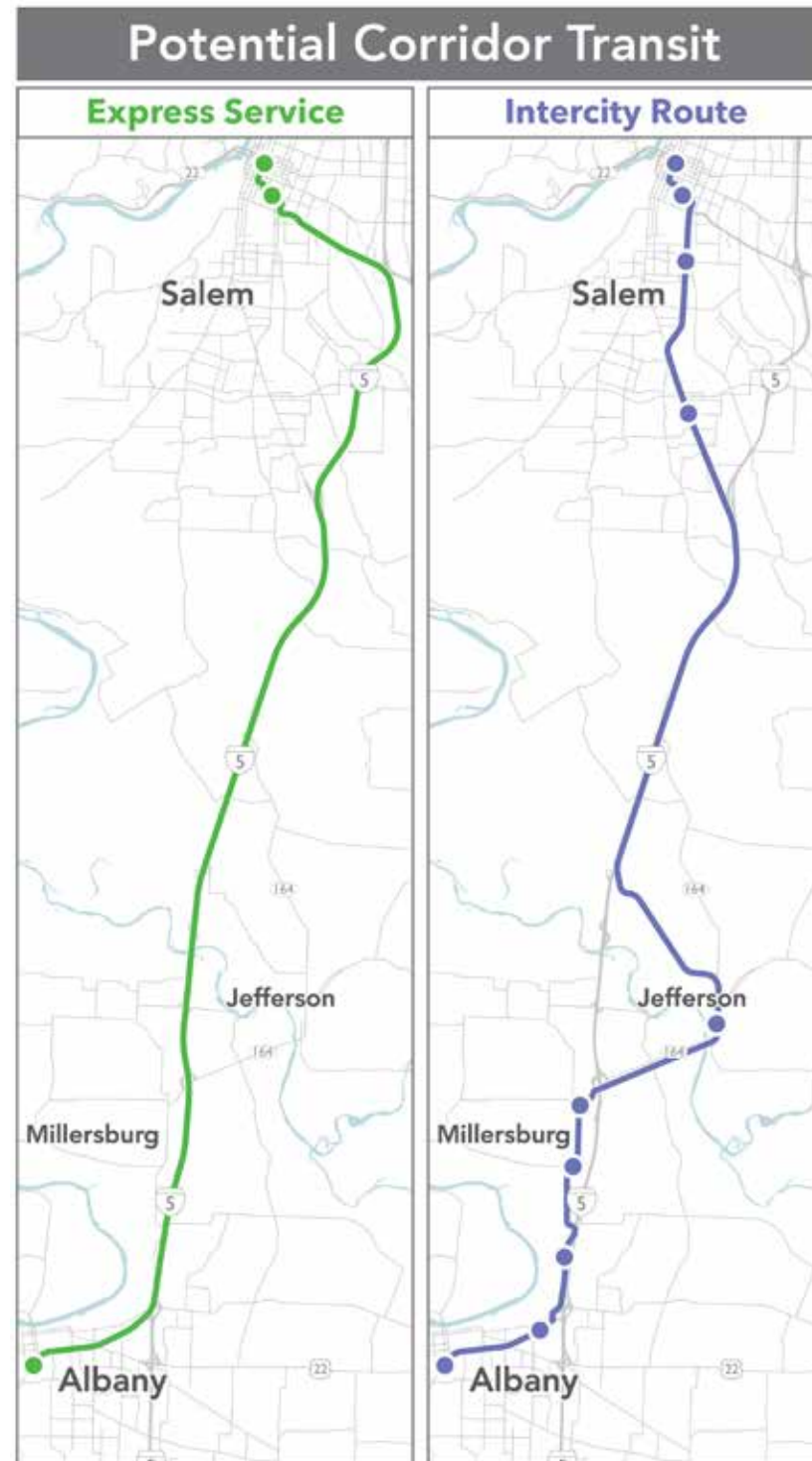


## Comparing the Alternatives

The Express Service Alternative would provide the shortest waits at rush hours and the fastest travel times between the busiest places.

The Intercity Route Alternative would provide transit during midday and evenings and would provide additional stops in Salem, Jefferson, Millersburg and Albany. Jefferson and Millersburg would gain access to a new transit service, currently unavailable to local residents and jobs.

Alternative	Express Service	Intercity Route
Short waits at rush hour?	●	
Available at midday and evening?		●
Fast trip between the busiest places?	●	
More stops?		●
Smaller towns included?		●



## Public Input on Alternatives

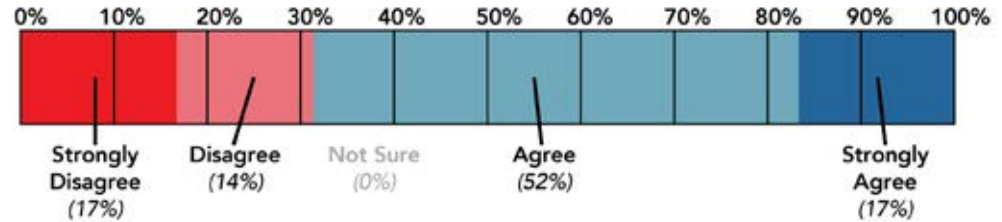
When asked individually about the Express Service and the Intercity Route, the public identified **both as being beneficial** to their communities, but the Intercity Route received more support among survey respondents.

When asked to choose between the two Alternatives, the **Intercity Route was preferred by 63%** of all respondents, with 26% selecting the Express Service and 12% seeing neither route as a benefit.

The survey was hosted on an interactive project web page and was completed by 45 members of the public.

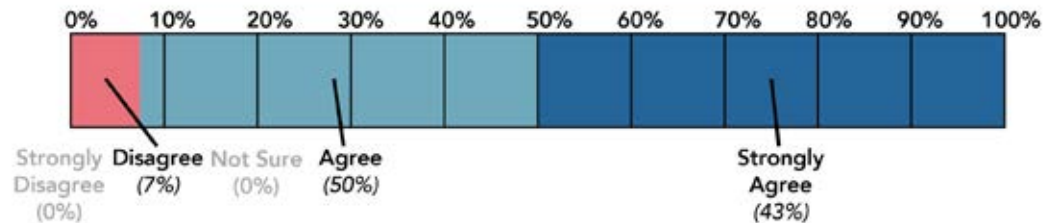
### Express Service

Would the Express Service benefit you or others in your community?

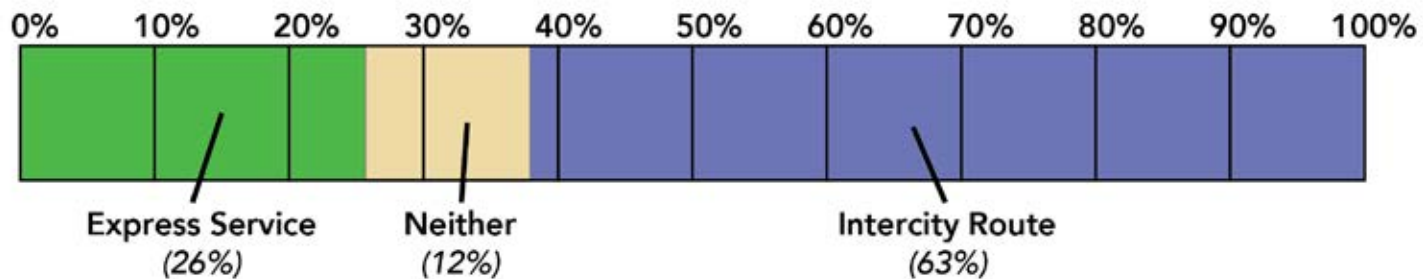


### Intercity Route

Would the Intercity Route benefit you or others in your community?



Which Alternative would best serve your needs and those of your community?



## Times of Day for Service

When should the new transit service operate? There are several factors to consider when thinking about how to schedule service in this corridor.

- **Rush Hours:** Offering the most service at rush hours is sometimes a way to get high ridership. Its success at getting higher ridership depends on how well it competes with driving for people who work during daytime hours (such as 8-to-5), and that generally depends on expensive parking, high gas prices and other factors that push people with professional jobs to leave their cars at home.
- **Service Industry Commutes:** People who work in retail, restaurant or service jobs most often commute very early in the morning, at midday, at night, and especially on weekends. And people with these jobs tend to have lower incomes and a greater incentive to use transit.
- **All-Day and All-Week:** In the past decade, the U.S. transit agencies that grew their ridership invested more in all-day, night and weekend service.
- **Non-Work Trips:** Only one in five trips in the U.S. is a commute to work. People also travel to run errands, go to appointments, shop, visit people and do the other things that make life complete. Those trips happen at all times of day and week.

### Public Input on Times of Day:

Given the opportunity to rank what times of day transit service would best serve the corridor, the people who took the survey said:

*Rank 1 - Weekday rush hours*

*Rank 2 (tied) - Weekday middays*

*Rank 2 (tied) - Weekday evenings*

*Rank 4 - Saturdays*

*Rank 5 - Sundays*

## What Connections are most Important

Salem and Albany are both places where people can make connections with regional services among the Portland Metro area, the Oregon Coast, the Willamette Valley and beyond. Regional services are used by people traveling for work, for study, to visit friends or family, to access medical services, for shopping, and more. They can also be used to travel long distances across and around the state, whether people are traveling for fun, to visit family or for essential needs.

### Pubic Input on Connections:

*1st - Salem, OR*

*2nd - Corvallis, OR*

*3rd - Albany, OR*

*4th - Portland, OR*

When asked which places would be most important to connect to from a Salem-Albany route, these four places were ranked highest by survey respondents. They are also the biggest job and activity centers in the north Willamette Valley.

## **Attachment G: Public Outreach Report for the Long Range Transit Plan (LRTP) project**

The following document is a copy of the Public Outreach Report for the LRTP project. The final LRTP document was approved by the board in December, 2022.





# L RTP PUBLIC ENGAGEMENT REPORT WINTER 2021-22

FEBRUARY 2022

# Introduction

The Stakeholder Engagement Summary report provides an overview of the public engagement activities conducted in December 2021 and January 2022. The report includes:

- What we did
- Groups and Stakeholders we heard from
- Survey summary
- Key themes

Public involvement for this phase of the Cherriots LRTP included a wide variety of online and in-person engagement efforts, that included committee presentations, interviews, surveys, and tabling events. COVID-19 pandemic rules were followed, and precautions taken whenever the project team engaged with the public in person.

## Groups and stakeholders

The goal for the first phase of outreach was to talk to a diverse group of stakeholders, including rural and underserved populations. The project team identified leaders within organizations that represented the following communities:

- Seniors
- People with physical/intellectual/developmental disabilities and visual impairments
- Refugees
- People of Color: Pacific Islanders, Latinx, Black people
- Low income
- Students in elementary, middle, and high school, as well as local college students

Although the team did not conduct any interviews with a focused group of rural stakeholders, many of the groups the team interviewed spoke to their rural constituents. In addition, the team indirectly reached rural residents through the Polk County Service Integration Team newsletter and the Santiam Service Integration Team email that were sent to multiple agencies and shared with the individuals and families that the agencies serve.

The team reached the Latinx community by talking to people in Spanish through two tabling efforts at the Mega Foods in Salem and Woodburn, respectively; tabling efforts at the Downtown Transit Center; hanging flyers in English/Spanish in the windows of a



couple of Mexican markets; Spanish radio; bilingual postcards sent to over 10,000 households; asking Mano a Mano to share survey information with the people they serve, such as through a paper flyer placed in food boxes at the food pantry; asking the Latino Business Alliance to share survey information with their constituents.

## **Engagement strategies**

Engagement activities occurred online and in-person, through the online survey, online open house, virtual workshop, stakeholder interviews, community presentations, USPS mailings, flyers posted on buses and bus stops, and tabling events.

The project team offered \$20 gift cards to a limited number of survey participants to encourage engagement. The gift cards were offered to the first 50 survey respondents, people submitting paper surveys, and 30 people randomly selected from the entire respondent pool.

## **Promotional materials**

Promotional materials included postcards, flyers, social media posts, radio interviews, and website updates. These were used to inform people about the project and invite them to visit the online open house and complete the survey about regional transit needs and opportunities.

## **Online open house and Survey**

The project team's winter online open house provided in English and Spanish and was accessible from the Cherriots project website. The online open house provided project information using infographics, maps, and an existing conditions report. The open house linked to an online survey with multiple choice questions and comment boxes. The survey asked respondents about their current transit usage, what elements of transit are most important to them, how transit could improve, and a series of demographic questions (age, ethnicity, etc.). The survey was promoted using postcards mailed to over 10,000 recipients in Marion and Polk Counties and via flyers developed to share at events around the region. Participants also had the option to receive a print survey and postage-paid envelope.

The online open house and survey was open from December 20, 2021 through January 28, 2022. The survey received over 400 responses, including print and electronic versions.

## Pop-up In-Person Tabling Events

To reach people in person to share information about the project, and to reach some people without access to the online open house, the survey was shared at three tabling events, including:

- Mega Foods in Salem (in English and Spanish)
- Mega Foods in Woodburn (in English and Spanish)
- Downtown Transit Center (in English)

The pop-up events included two display boards with information about Cherriots transit services, flyers about the project with QR code links to the online open house, and paper surveys and envelopes to share for people requesting them. Staff at the events talked to people about the project, answered questions, and directed people to resources for more information.

## Interviews and Community Presentations

The project team conducted stakeholder interviews and facilitated presentations at community organization meetings. The discussions were conducted virtually, facilitated by both Cherriots staff and consultant team members from Jeanne Lawson Associates (JLA). The questions and topics focused on current mobility choices, how transit is used by constituents, how Cherriots can best serve communities, and how Cherriots can improve transit across the region.

Stakeholder interviews were conducted with:

- Marion County Intellectual and Developmental Disabilities Services
- Salem Health
- Mano a Mano
- Kaiser Permanente
- Micronesian Islander Community
- Chemeketa Community College
- Linn Benton Community College
- BlindSkills
- Northwest Human Services
- Oregon Commission for the Blind

Community presentations were given to the following organizations and included an opportunity for group discussion:

- Cherriots CAC
- Keizer United
- Salem Keizer Area Transportation Study TAC
- Salem for Refugees

- Edgewater Community Partnership Team
- Community and Partners of East Salem - McKay Community Partnership Team

## Survey Summary

The survey was open, as part of the online open house, from December 20, 2021 to January 28, 2022. The intent of the survey was to collect input from participants about their mobility needs, how they use transit, and what would help them use transit or shared mobility services in the future. The survey received 406 responses from people across the Salem-Keizer region. The survey was distributed in the mail, provided to people at tabling events, and accessed online through the project website.

## Survey Demographics

The demographic breakdown of survey respondents included in city of residence, respondents lived, age range and ethnicity. Of the cities located in the Cherriots service area, most respondents lived in either Salem or Keizer. While not every survey respondent listed their city of residence, Figure 1 shows a breakdown of cities where two or more respondents live.

*Figure 1 Survey Respondents by City*

City	Count	Percent
Salem	239	73.8%
Keizer	40	12.3%
Woodburn	8	2.5%
Aumsville	7	2.2%
Stayton	5	1.5%
Monmouth	5	1.5%
Dallas	2	0.6%
Jefferson	2	0.6%

Survey respondents' ages were distributed broadly across age ranges. Among those who answered, 78 respondents fell within the 35-44 age range, and 72 respondents fell within the 65 and older age category. Only four respondents were younger than 17 years old. Figure 2 provides the total counts for each age range.

Figure 2 Survey Respondent by Age Group

Age Range	Count	Percent
0 – 17	4	1.1%
18 – 24	28	8.0%
25 – 34	60	17.1%
35 – 44	78	22.2%
45 – 54	61	17.4%
55 – 64	48	13.7%
65 +	72	20.5%

The demographic section of the survey asked respondents how they described their race/ethnicity. Among those who answered, Caucasian/White, Hispanic/Latino, and Asian were the three highest ethnicity categories. Figure 3 shows a count of all categories.

Figure 3 Survey Respondents by Race/Ethnicity

How do you describe your race/ethnicity?	Count	Percent
Caucasian/White	244	72%
Hispanic/Latinx	36	11%
Two or more race/ethnicity	23	7%
Asian	9	3%
Indigenous Peoples of the Americas/Alaska Native	7	2%
Other Race	6	2%
African American/Black	5	1%
Native Hawaiian/ Pacific Islander	2	<1%
<i>Total Number of Respondents</i>	337	

## Needs and Opportunities

The survey included 21 questions about how people use transit and mobility improvements they would like to see in the future. This section includes highlights, while the full survey response report can be found in Appendix A.

The survey asked people's top two priorities for improving Cherrits, assuming there is additional funding. The responses, summarized in Figure 4, indicated over one-third of respondents would like more frequent, more reliable and faster bus service. Nearly one-fifth would like to have more low- or zero-emissions buses, and one-sixth would like new routes or new service areas.

Figure 4 Priority Investment Issues

Response	Count	Percent
More frequent bus service	175	22%
Low or no-emissions buses	140	18%
New transit routes and service areas	118	15%
Faster or more reliable bus trips	94	12%
Reduced fares	84	11%
Safe and comfortable bus stops	68	9%
No answer	62	8%
Better or faster ways to get to my bus stops	29	4%
Other	22	3%

Figure 5 is a cross tabulation of the top priority investment choices by respondents' race or ethnicity. The number of total responses provide context about the statistical significance for category response. The race/ethnicity categories with the highest number of responses generally showed shared priority for more frequent bus service, low- or no-emission buses, and new transit routes and service areas. Hispanic/Latinx respondents and people choosing more than two race/ethnicity categories indicated higher support for safe and comfortable bus stops and reduced fares.

Figure 6 is a cross tabulation of the top priority investment choices by respondents' home city. Salem residents were generally aligned with the top three choices overall, among all respondents: prioritizing more frequent bus service, low or no-emissions buses and new routes. Keizer residents prioritized more frequent bus service, safe and comfortable bus stops, and evenly ranked on faster trips, low- or no-emissions buses, and new service areas.

Figure 5 Top 2 Investment Priority Responses by Race/Ethnicity

Top 2 Transit Investments	Race/Ethnicity								
	African American/ Black	Asian	Caucasian/ White	Hispanic/ Latino	Indigenous Peoples of the Americas/ Alaska Native	Native Hawaiian/ Pacific Islander	More Than 2 Selected	Other	None
No answer	20%	6%	5%	8%	7%	0%	0%	25%	20%
Better ways to get to my bus stops	0%	6%	3%	4%	7%	0%	2%	0%	6%
Faster or more reliable bus trips	10%	6%	13%	13%	14%	0%	6%	8%	12%
Low or no-emissions buses	50%	6%	18%	19%	0%	25%	17%	17%	17%
More frequent bus service	0%	39%	24%	14%	29%	25%	33%	17%	13%
New transit routes and service areas	10%	33%	14%	13%	14%	50%	17%	8%	15%
Reduced fares	10%	6%	12%	13%	21%	0%	10%	8%	5%
Safe, comfortable bus stops	0%	0%	8%	15%	7%	0%	15%	17%	8%
Other	0%	0%	3%	1%	0%	0%	0%	0%	6%
<b>Total Count</b>	10	18	488	72	14	4	48	12	126

Figure 6 Top 2 Investment Priority Responses by City

Top 2 Transit Investments	Salem	Keizer	Woodburn	Aumsville	Monmouth	Stayton	Other	None
No answer	6%	4%	7%	0%	0%	0%	3%	19%
Better or faster ways to get to my bus stops	3%	7%	14%	14%	0%	10%	3%	3%
Faster or more reliable bus trips	11%	13%	21%	21%	20%	10%	15%	12%
Low or no-emissions buses	18%	13%	29%	7%	10%	20%	20%	18%
More frequent bus service	22%	24%	0%	29%	20%	50%	23%	20%
New transit routes and service areas	15%	13%	7%	14%	20%	10%	18%	14%
Reduced fares	13%	5%	7%	14%	30%	0%	5%	6%
Safe and comfortable bus stops	8%	14%	14%	0%	0%	0%	13%	6%
Other	3%	7%	0%	0%	0%	0%	3%	1%
<b>Total Count</b>	474	76	14	14	10	10	40	154

## Cherriots Surveys Comparison

Around the time of this LRTP survey, Cherriots completed their regularly scheduled needs assessment survey. The needs assessment survey is distributed to transit riders on buses or at bus stops. The survey therefore reaches a different group of people than a general public survey would. Figure 7 below compares survey responses related to demographics and transportation use for each survey in 2021. The responses show that respondents to the needs assessment survey are much more likely to identify as non-white, do not have a personal vehicle available to them, and expect to use transit more often than the general public.

*Figure 7 Survey respondent comparison*

Measure	Needs Assessment (on board)	Long Range Transit Plan (online)
Race: White	53%	72%
No vehicle available	84%	25%
No driver's license	72%	34%
Start trips in Salem or Keizer	97%	85%
Use transit for non-work trips	82%	80%
Would ride less than 1 time per week	11%	47%
Would ride the bus more than 1 time per week	89%	53%

The needs identified through the two surveys show shared needs and some notable differences. Figure 8 compares the top five needs identified in the surveys. Respondents were able to select more than one priority need. Adding more buses to routes is the number one choice in both surveys. Affordable fares and service area coverage (more stops) are ranked in the top five in both surveys. These responses indicate that these services are top priority for both riders and the general public. The differences highlight the different customer markets that Cherriots serves. While the general public is interested in low or no-emissions buses and faster trips, current riders instead prioritized later service and operator friendliness (customer service).

*Figure 8 Survey needs comparison*

	Needs Assessment (on board)	Percent	Long Range Transit Plan (online)	Percent
1	Increase bus frequency	33%	Increase bus frequency	22%
2	Affordable fares	16%	Low or no-emissions buses	18%
3	Extend service later at night	15%	More stops and area coverage	15%
4	Operator friendliness	9%	Faster or more reliable trips	12%
5	More stops and area coverage	6%	Affordable Fares	11%



# What we heard

Below are themes that were identified through the project team's interviews, presentations and conversations with the public.

- **Having affordable fares is important**, including reduced fare for college students and caregivers.
- **Technology is important** for young people especially, but many older people have become more tech savvy since the pandemic began.
  - Better accessibility of bus schedules
  - Realtime bus info
  - Simple apps that provide quick and clear information
  - Online/ app-based fare helpful to disabled customers and caregivers
  - Digital kiosk screens with real time bus schedules at popular bus stops
- **There is interest in vanpools**, especially if they serve communities of people who know each other and feel comfortable riding together.
- **Flexible transit** such as a bus service that is "on-demand" and serves a zone was the top choice for options Cherrisots should explore further.
- **Same day service** is desired for paratransit riders and people with more urgent doctors' appointments. This is very compelling for blind and disabled people, especially.
- **Reliable transit in rural areas is important**, since many people live outside Salem where housing is more affordable, but they need a way to and from Salem.
- Improve the **education campaign** about how to find and use bus schedules (at the high school level too).
- Other elements to increase the **accessibility of bus stops** are needed, such as street lighting and sidewalks--bus riders are pedestrians too.
- **First and last mile service** is needed for those who cannot reach a bus route that is a little too far to walk to.
- The best way to reach the Latinx community is through **Spanish radio and TV**, and a good way to reach Pacific Islanders and the Asian community is via **flyers posted in Asian Markets** (in English with a sentence translated into these languages: Chuukese, Marshallese, Pohnpeian, Palauan).

Other issues brought up during project discussions include the topics described below.

- Salem Health requested a closer partnership with Cherriots in transportation planning. They are a community and employment leader and see themselves as a transportation leader, as well.
- Clackamas County has the “Transportation Reaching People” program that could be replicated in Marion or Polk County. It’s a volunteer-based program that connects volunteer drivers to riders in need.
- The older and disabled populations will continue to grow over time, and this growing demographic (who could be transit dependent) is important to factor into a 20-year plan.
- People of Color might not feel as safe riding public transit because of their fear of poor treatment from drivers or other riders.
- In cities in Latin American countries, buses come more frequently to more bus stops, even if they are less clean and safe. That is the experience that immigrants from those countries are familiar with, and they might find the Cherriots system rather limited, albeit safer, by comparison.
- Better connections for residents of mobile home parks, low-income apartments/housing.

## Next steps

As this phase of engagement concludes, the immediate next steps in the project include Tasks 4 and 5.

- **Task 4** is considered the Create and Evaluate phase, by which the project team will begin developing an evaluation plan and list of strategies that blend and incorporate what we have heard so far with the key project goals.
- **Task 5** is the second engagement phase of the project and will refine the strategies and alternatives developed in Task 4. Task 5 will include virtual and in-person events, community meetings, and other efforts to gain public feedback on project strategies.

# Appendices

## A. Stakeholder List

Table A-1 Stakeholder groups and participants

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<p><b><i>Salem Health</i></b> When: January 6, 2022 Participants:</p> <ul style="list-style-type: none"><li>• Hannah Bauer (Salem Health)</li><li>• Tracie Heidt, Camille Pearce (JLA)</li></ul>	<p><b><i>Mano a Mano</i></b> When: January 10, 2022 Participants:</p> <ul style="list-style-type: none"><li>• Levy Herrera-Lopez (Mano a Mano)</li><li>• Tracie Heidt, Camille Pearce (JLA)</li><li>• Ted Stonecliffe (Cherriots)</li></ul>
<p><b><i>Marion County Intellectual and Developmental Disabilities Services</i></b> When: January 14, 2022 Participants:</p> <ul style="list-style-type: none"><li>• Corissa Nevfeldt (Marion County Intellectual and Developmental Disabilities Services)</li><li>• Tracie Heidt, Camille Pearce (JLA)</li></ul>	<p><b><i>Micronesian Islander Community</i></b> When: January 19, 2022 Participants:</p> <ul style="list-style-type: none"><li>• Kapiolani, Jackie Leung, Ong Boribal, Mark Perry, Mike, Tehani (MIC, Micronesian Islander Community)</li><li>• Tracie Heidt, Andrea Maldonado (JLA)</li><li>• Ted Stonecliffe (Cherriots)</li></ul>
<p><b><i>Kaiser Permanente</i></b> When: January 20, 2022 Participants:</p> <ul style="list-style-type: none"><li>• Erik J. Lutz (Kaiser Permanente)</li><li>• Jessica Soltesz (Kaiser Permanente)</li><li>• Susan Ott (Kaiser Permanente)</li><li>• Tracie Heidt, Camille Pearce (JLA)</li><li>• Ted Stonecliffe (Cherriots)</li></ul>	<p><b><i>Salem-Keizer NAACP</i></b> When: January 31, 2022 Participants:</p> <ul style="list-style-type: none"><li>• Reginald Richardson (NAACP, President)</li><li>• Don Negri (NAACP, Legal redress chair)</li><li>• Christine Speak (NAACP)</li><li>• Casey Kopcho (NAACP)</li><li>• Dr. Brown (NAACP, Education Chair)</li><li>• Shelly Ehenger (NAACP, Treasurer)</li><li>• RJ Hampton (NAACP, VP)</li><li>• Helen Richardson (NAACP, Membership Chair)</li><li>• Tracie Heidt, Camille Pearce (JLA)</li></ul>
<p><b><i>Linn Benton Community College</i></b> When: January 14, 2022</p>	<p><b><i>Blindskills</i></b> When: January 13, 2022</p>

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**Northwest Human Services**

When: January 7, 2022

**Keizer United**

When: January 10, 2022

**Salem for Refugees**

When: January 3, 2022

**Public Virtual Workshop**

When: January 26, 2022

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**Oregon Commission for the Blind**

When: January 13, 2022

**McKay Community Partnership Team**

When: January 20, 2022

**Edgewater Community Partnership Team**

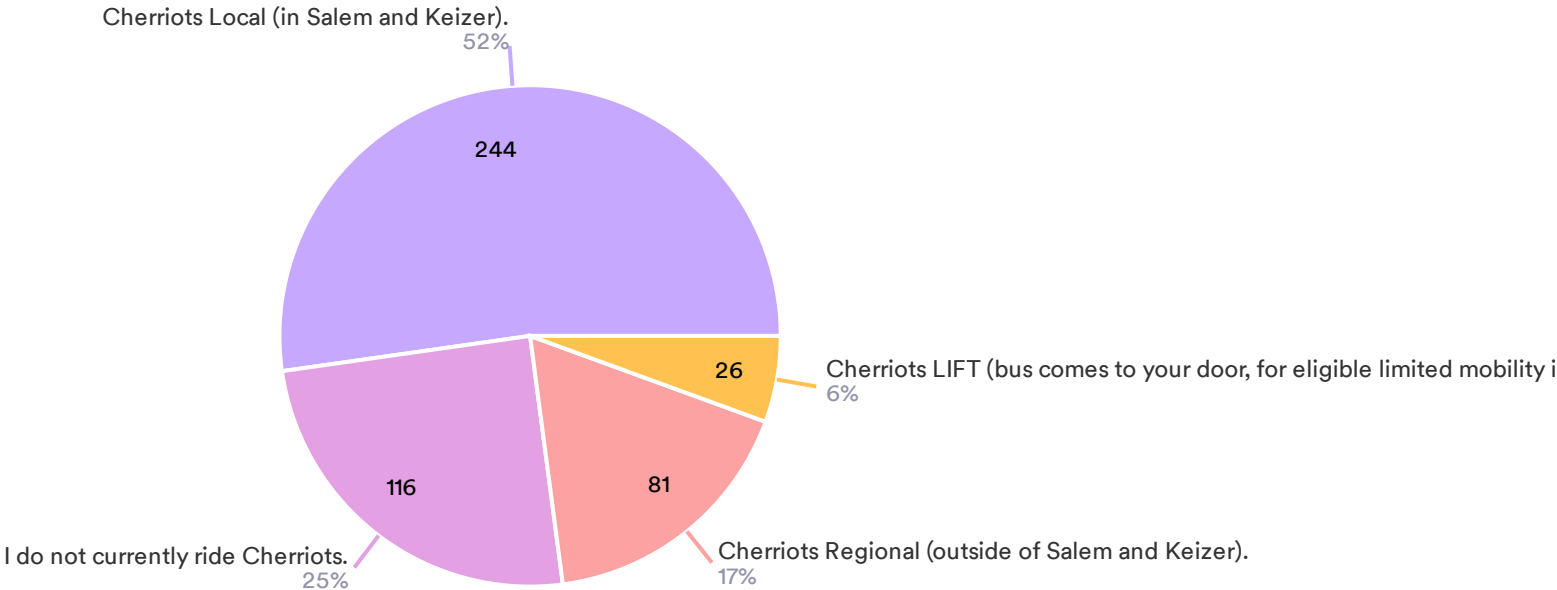
When: January 27, 2022

## **B. Survey**

This section includes the summary for each question from the online open house platform.

## Which Cherriots services do you currently use? (Select all that apply.)

467 Responses- 18 Empty

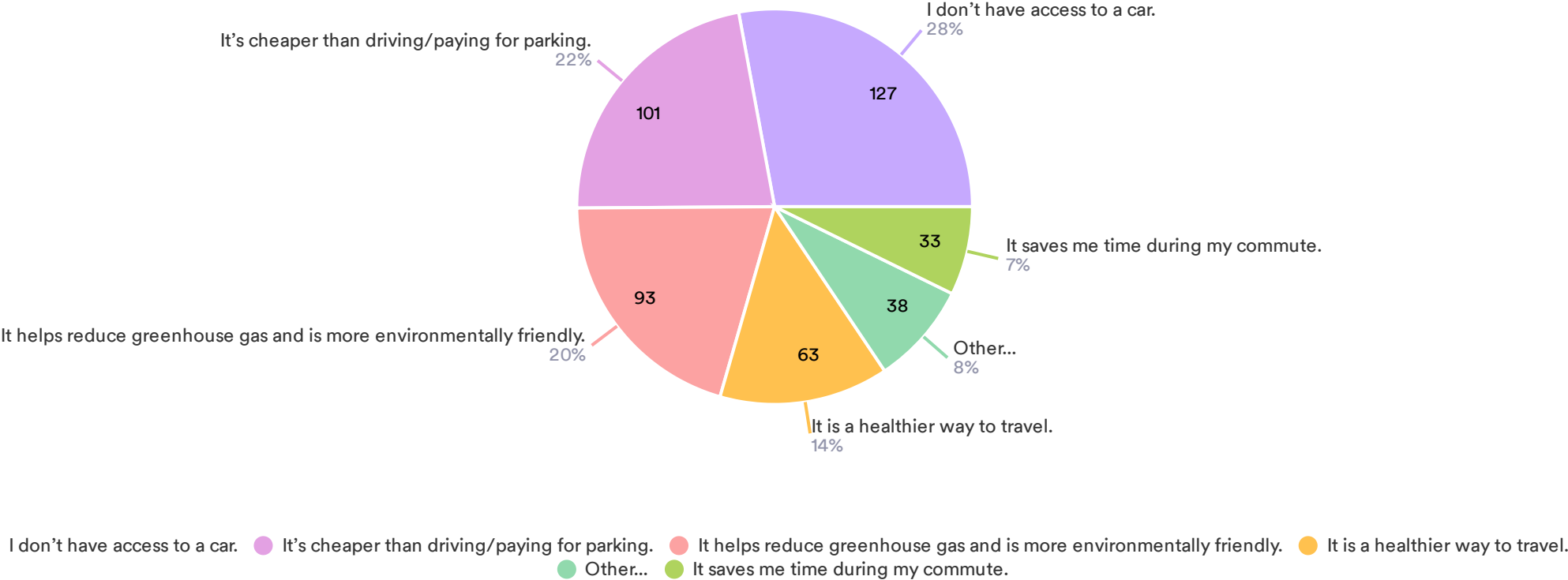


- Cherriots Local (in Salem and Keizer).
- I do not currently ride Cherriots.
- Cherriots Regional (outside of Salem and Keizer).
- Cherriots LIFT (bus comes to your door, for eligible limited mobility individuals).

# Cherriots Long Range Transit Plan

Why do you currently ride the bus (including Cherriots LIFT and Shop and Ride? (Select all that apply.)

455 Responses- 159 Empty





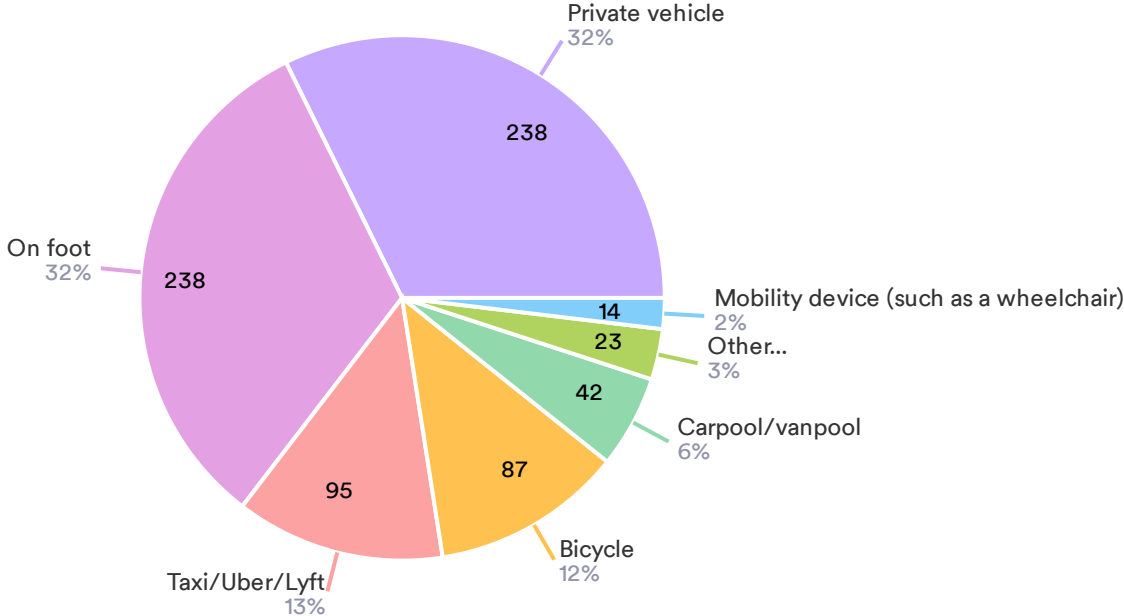
## Please explain why you ride the bus:

37 Responses- 359 Empty

Data	Responses
There have been times in my life where I have had no vehicle, or vehicle issues.	2
My kids love to ride	1
I ride Cherriots when driving conditions are unsafe	1
less stressful than driving	1
Convenient and less stressful	1
I do not drive but my spouse does. I don't want to depend on him all the time.	1
I don't always have gas money to get to Salem and taking the bus works	1
I don't like to drive	1
To get to doctor and store to pick up medication	1

Other than public transit, how do you currently get around? (Select all that apply.)

737 Responses- 19 Empty



● Private vehicle ● On foot ● Taxi/Uber/Lyft ● Bicycle ● Carpool/vanpool ● Other... ● Mobility device (such as a wheelchair)

## Please explain how else you get around:

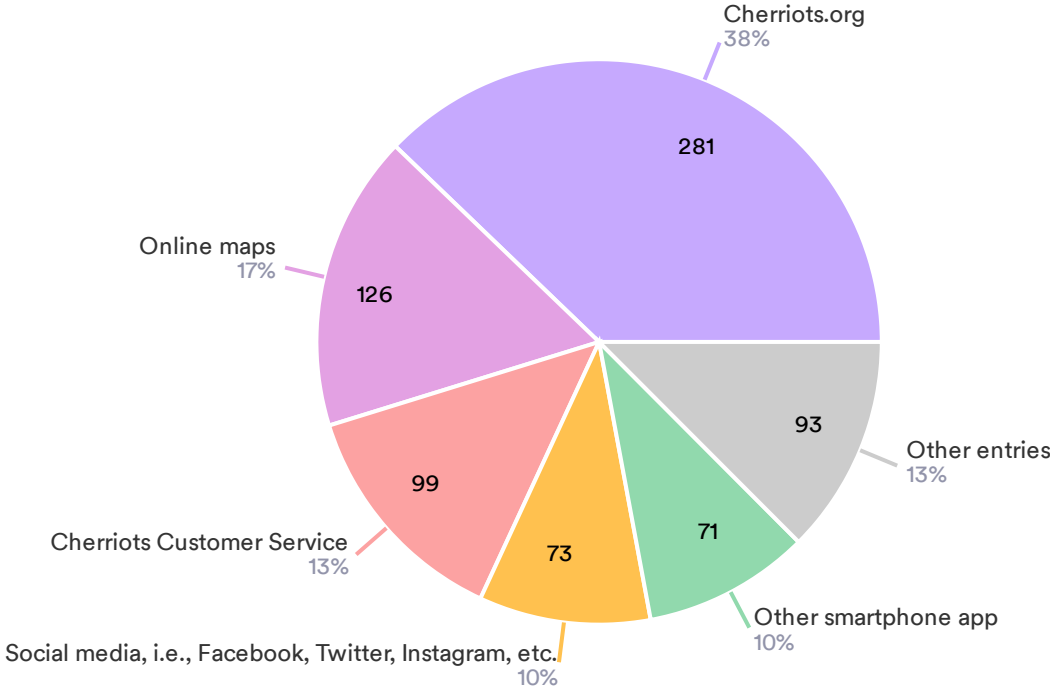
20 Responses- 376 Empty

Data	Responses
My husband has a car I use with him, but I do not drive	1
medical transport, gets rides from family	1
family & friends	1
Rides from roommates or friends.	1
Occasionally my neighbor drives me to close places	1
I do not own a vehicle at this time.	1
Logisticare Medical Transport	1
pay for rides	1
A ride from a friend or family member	1

# Cherriots Long Range Transit Plan

How do you get information about bus schedules, traffic, or other mobility questions you might have? (Select all that apply.)

743 Responses- 20 Empty



# Cherriots Long Range Transit Plan

Please explain how else you get information:

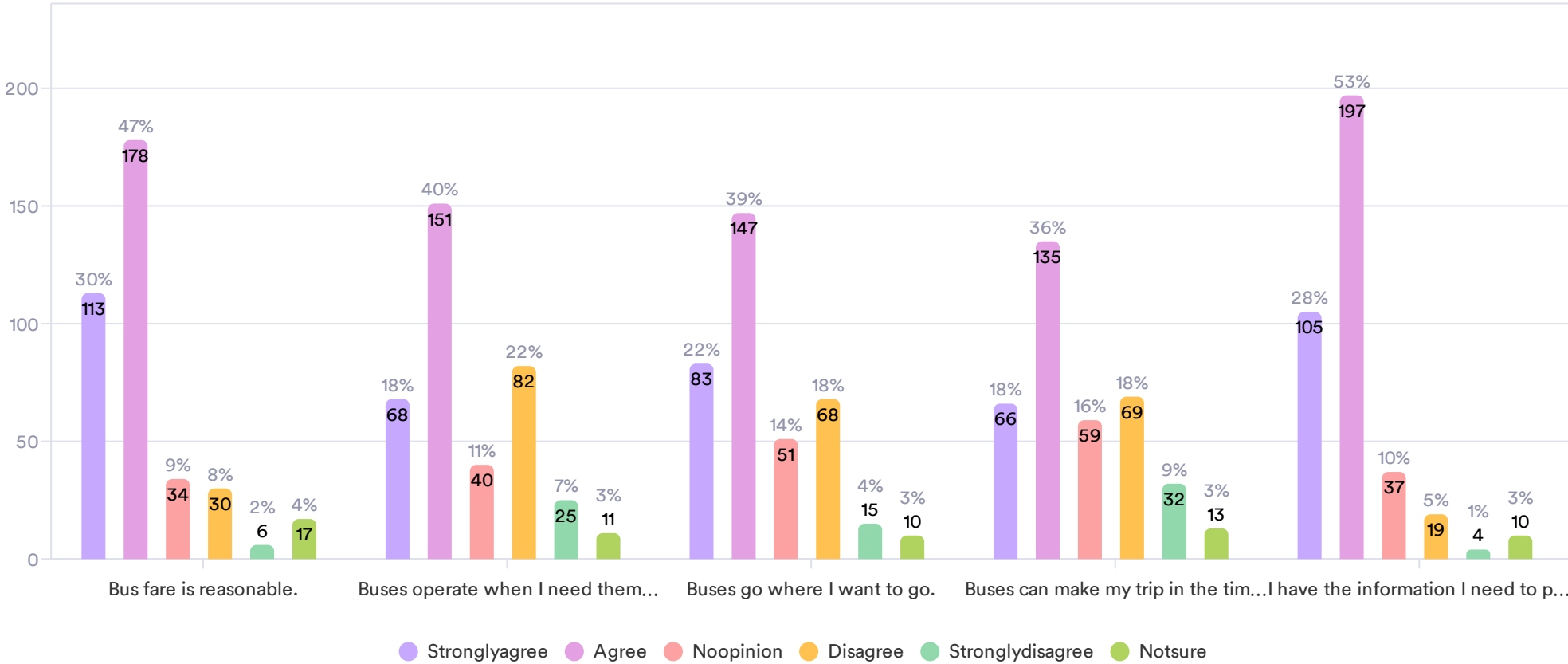
26 Responses- 370 Empty

Data	Responses
The pamphlets at the bus station	1
Word of mouth/friends who also ride	1
Public Library	1
my neighbor uses this service	1
Asked- A person who works - where the bus are - That looks they should know - By there named+tag - Please be nice - on the phone - The cab can be hard.	1
Statesman Journal print edition	1
I don't.	1
Mail Box	1
Drivers	1

# Cherriots Long Range Transit Plan

## When considering whether to use public transit...

380 Responses- 16 Empty



# Cherriots Long Range Transit Plan

## When traveling to or from bus stops...

378 Responses- 18 Empty

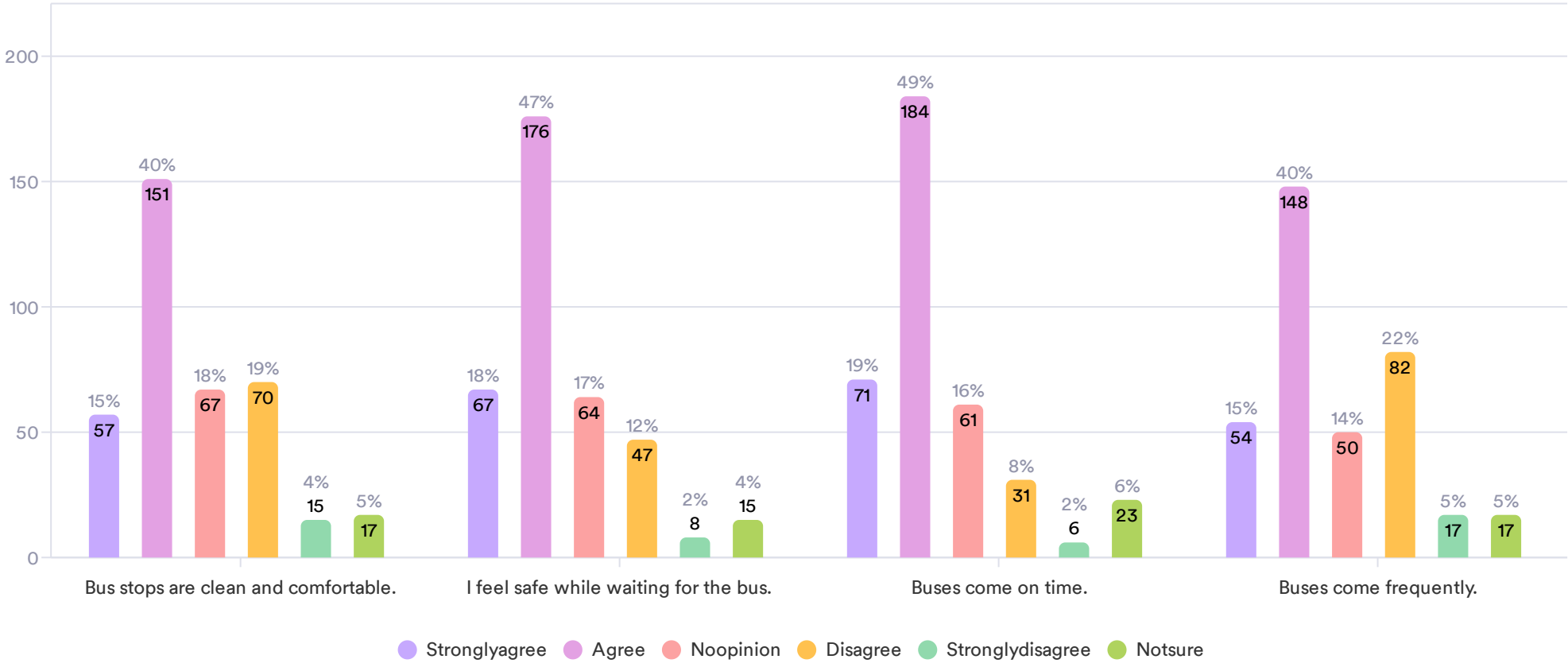




# Cherriots Long Range Transit Plan

## When waiting for the bus...

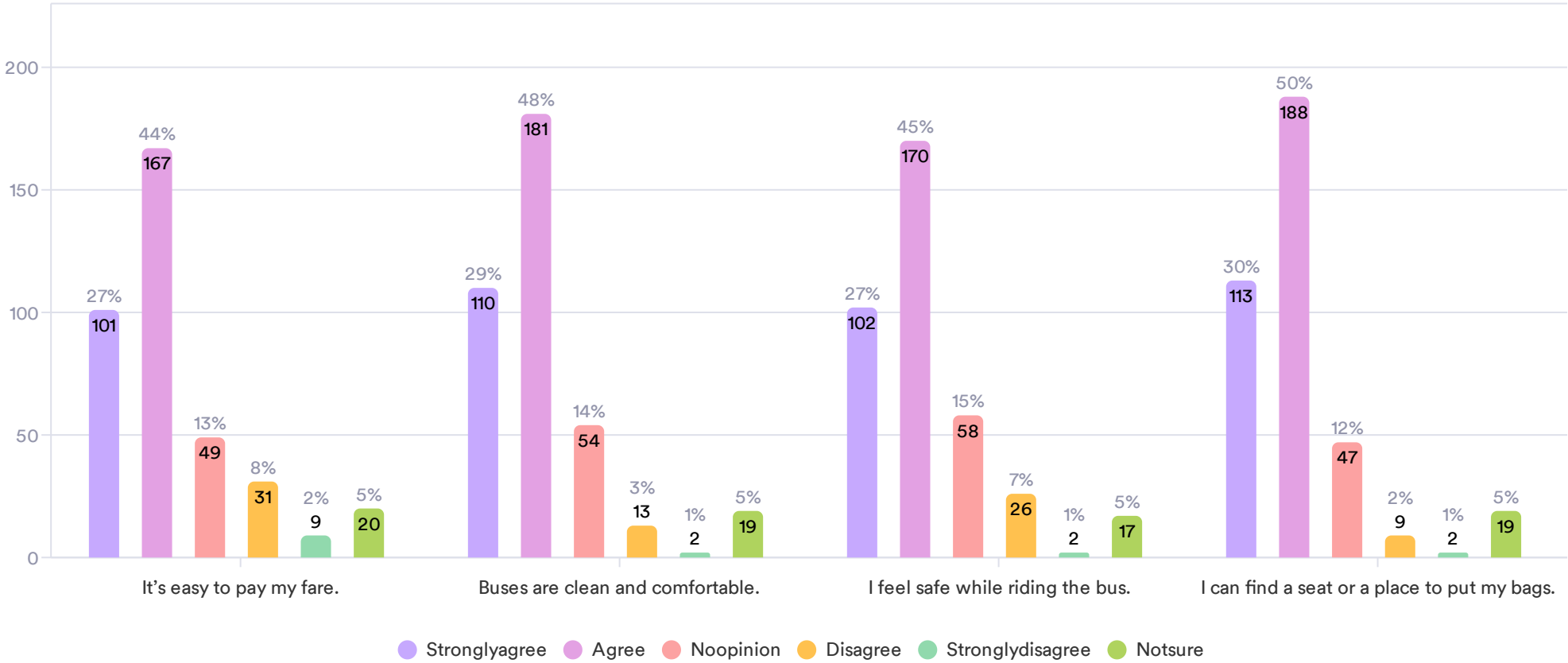
379 Responses- 17 Empty



# Cherriots Long Range Transit Plan

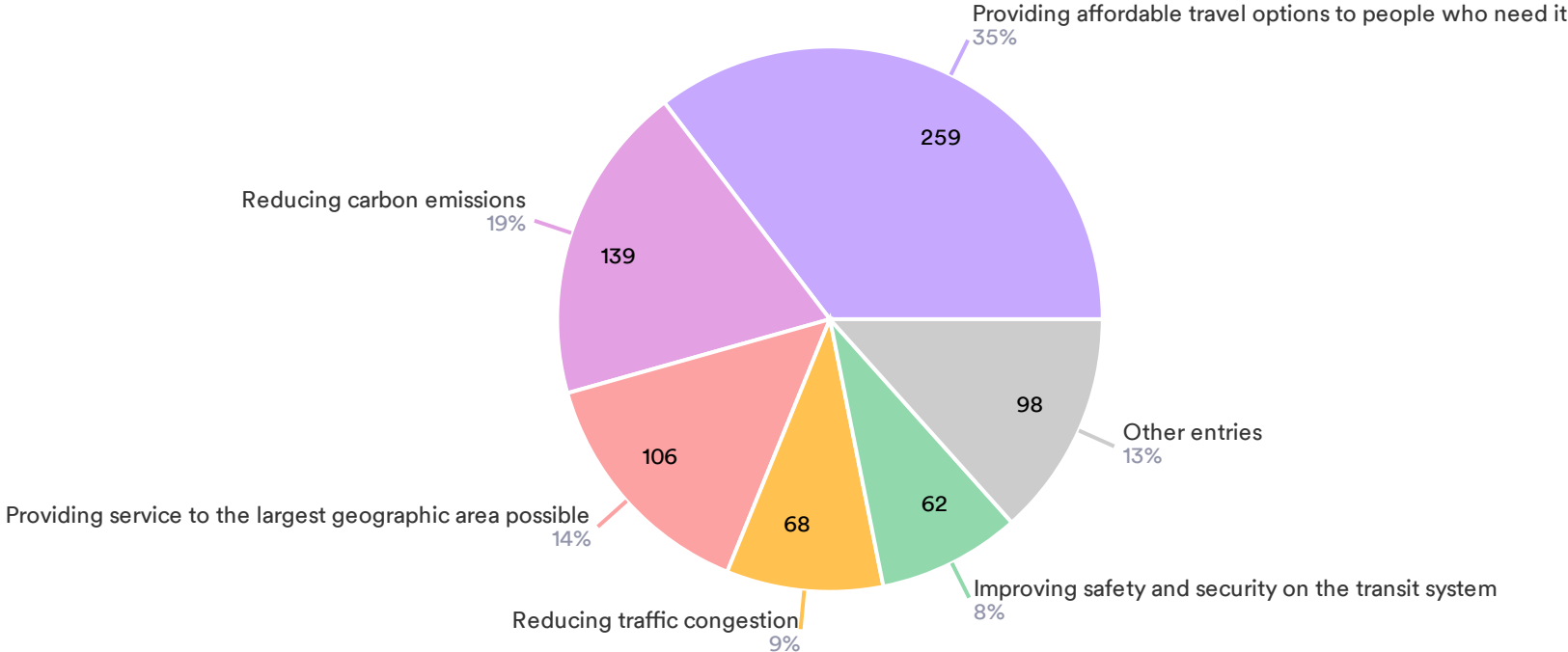
## On the bus...

379 Responses- 17 Empty



Which issues are the most important in thinking about the future transit system? (Choose your top 2.)

732 Responses- 16 Empty



## What other issue(s) are important?

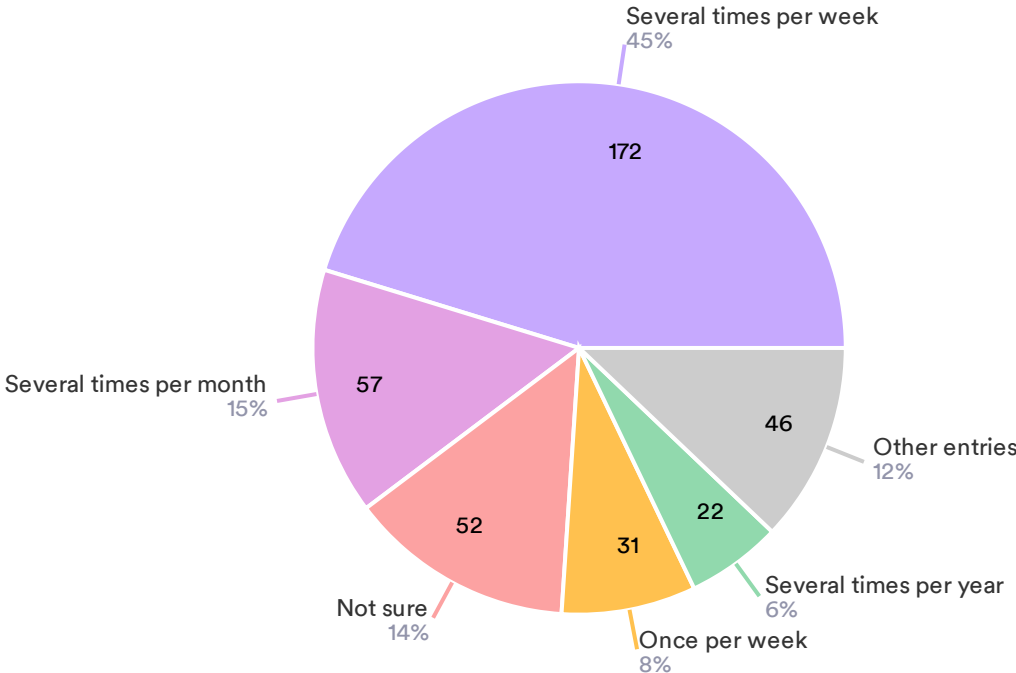
17 Responses- 379 Empty

Data	Responses
I moved to West Salem recently and I have not been able to ride the bus hardly at all because it takes so long to get anywhere. A quicker way to get to at least the down town transit center from West Salem or any other place that takes a long time would be good to consider.	1
Convenient schedules and departure times.	1
Commuter train from Eugene to Portland	1
The #4 takes too long, buses don't run early enough	1
Make sure everyone is prepared so the driver is not stressed or unsure of where they are going.	1
Cheerriots service would greatly be improved by accepting card vs taking cash only	1
Frequency, please look at Corvallis systems	1
Keeping costs minimal to tax payers. We should not be providing a huge subsidy to the limited number of transit riders. This is a huge waste of public resources in our area.	1
Restore bus stop shelters to show you care about the comfort of your riders. If you had adequate ridership they would dominate shelters and homeless people in the shelters would be a non-issue	1

# Cherriots Long Range Transit Plan

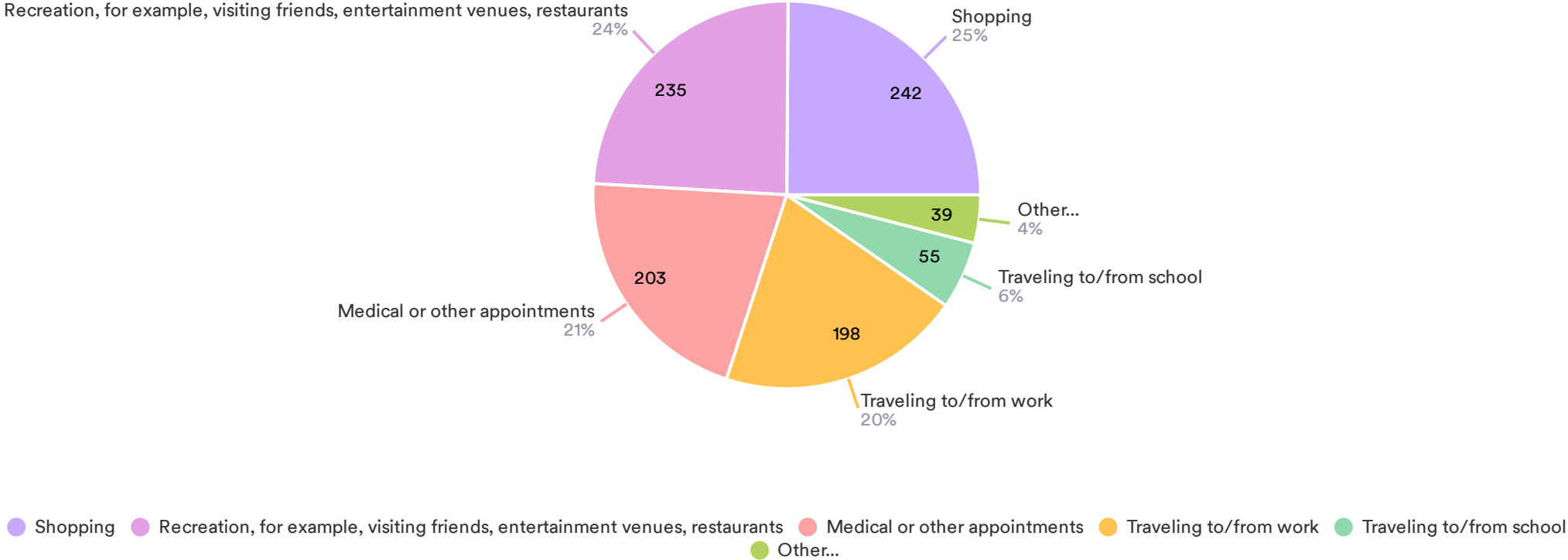
How often do you expect or hope to use public transit (including all Cherriots services and shared mobility options) after COVID-19 restrictions are lifted and things return to a “new normal”? (Select one.)

380 Responses- 16 Empty



What types of trips would you likely use transit for in the future? (Select all that apply.)

972 Responses- 21 Empty



## What other types of trips do you use transit for?

37 Responses- 359 Empty

Data	Responses
Disneyland	2
Normally I use the bus to do most everything. And I even normally do extra days I call bus days that my kids and I go to places for fun that are easy to get to by bus.	1
To get to Amtrak station, car dealer for service	1
Looking for new things, all kinds. Looking for brand new - all kinds things. It drives me up the wall to call one person- said one thing. One said something else- even on the computer- But it is your fault	1
Look/see expeditions:browsing bookstores/thrift shops; banking; price comparison in general	1
Never.	1
Airport	1
Cherilift for my mother (doctor's appts)	1
sight seeing!	1



# Cherriots Long Range Transit Plan

Where would you like to go using public transit (including all Cherriots services and shared mobility options) that you can't travel to today?

258 Responses- 138 Empty

Data	Responses
N/A	7
Not sure	4
Walmart	3
n/a	3
Portland	2
Eugene	2
NA	2
Portland	2
I don't know	2

# Cherriots Long Range Transit Plan

1.

330 Responses- 66 Empty

Data	Responses
Affordable rates	4
Affordable transportation	3
affordable transportation	2
Security	2
Getting people to work	2
Safe	2
New transit routes	2
More stops in areas where new homes have been built	2
Free bus fair	2

2.

303 Responses- 93 Empty

Data	Responses
clean comfortable buses	2
Affordable prices	2
Getting people to stores	2
Frequent transportation within all routes	2
Safe and comfortable bus stops	2
A way to pay using your account phone	2
Cheaper bus fair	2
More stops	2
Increasing frequency of bus times including weekend service	2

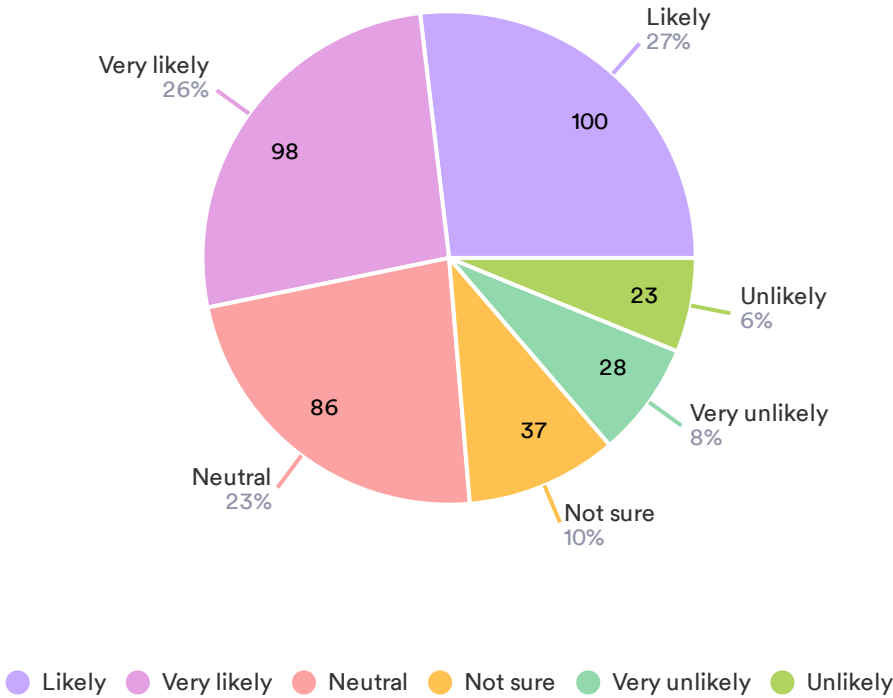
3.

258 Responses- 138 Empty

Data	Responses
respectful drivers	2
Comfortable	2
More bus stops in rural areas	2
Safe rides and bus stops	2
Reduced emissions	2
More regional trips	2
Offering alternate transportation to underserved communities	2
Being available later at night and earlier in the morning. I prefer later at night but I know that for work that is really early in the morning having a bus really helps.	1
Functional intercommunity routes	1

If parking were limited or unavailable at your destination, how likely is it that you would ride the bus more often than you do today? (Rate using the scale below.)

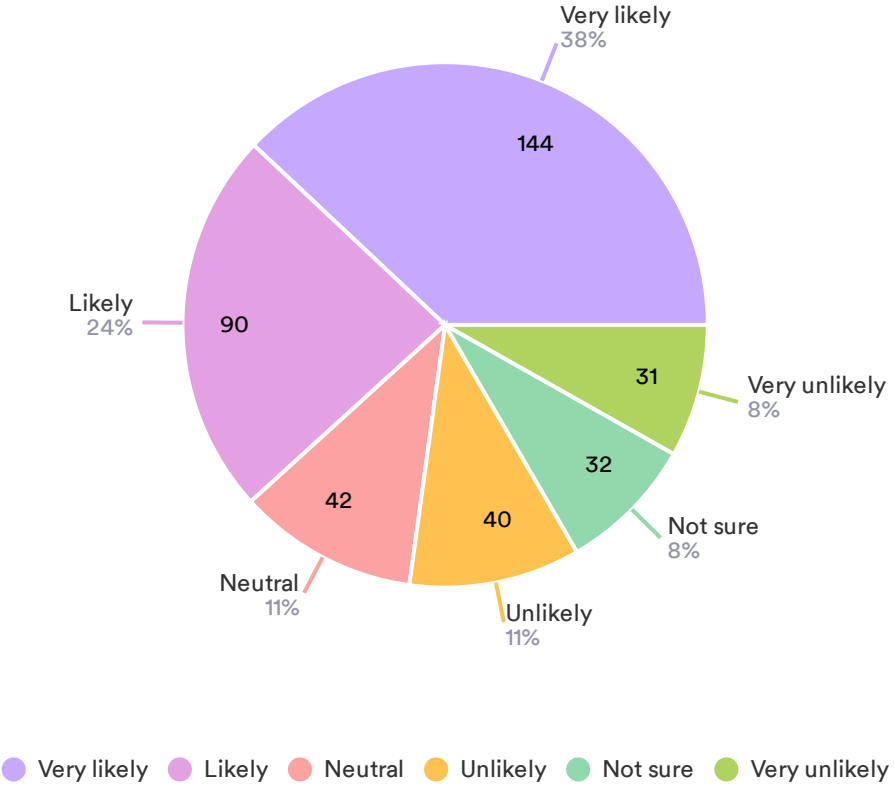
372 Responses- 24 Empty



# Cherriots Long Range Transit Plan

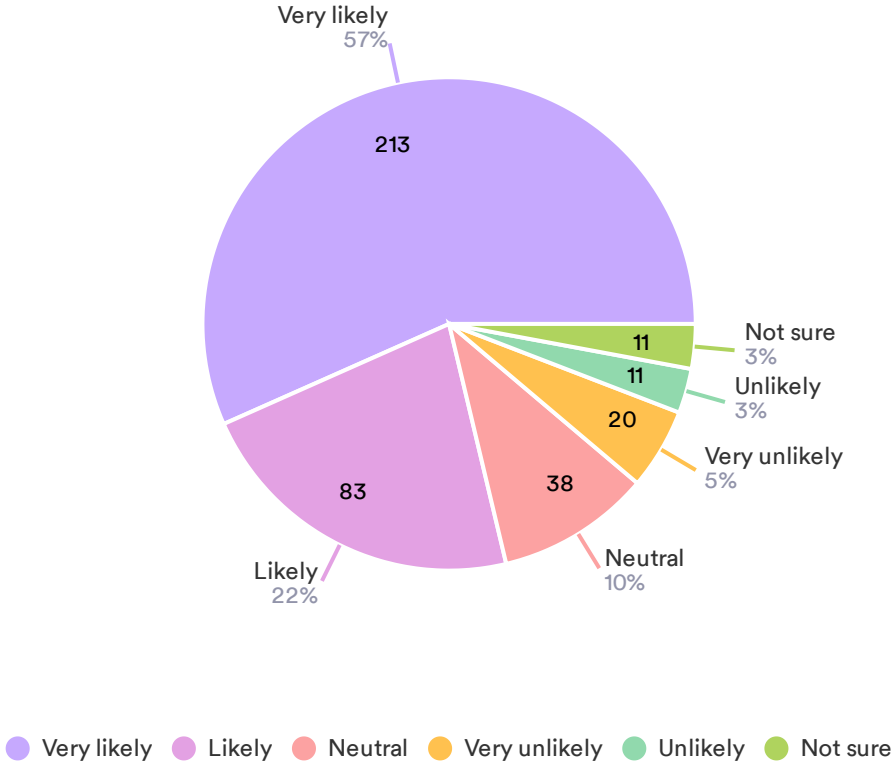
In the future, how likely are you to live outside of downtown Salem, but travel regularly to/from downtown? (Rate using the scale below.)

379 Responses- 17 Empty



If more technology options were offered (such as real-time bus arrival information or a way to pay your fare with your phone) how likely would you be to use them? (Rate using the scale below.)

376 Responses- 20 Empty

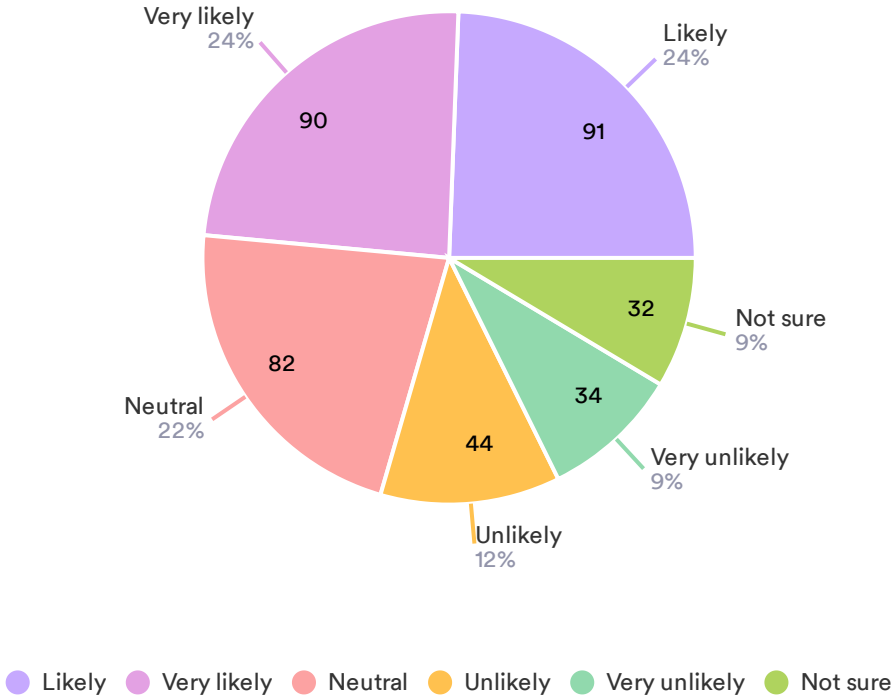




# Cherriots Long Range Transit Plan

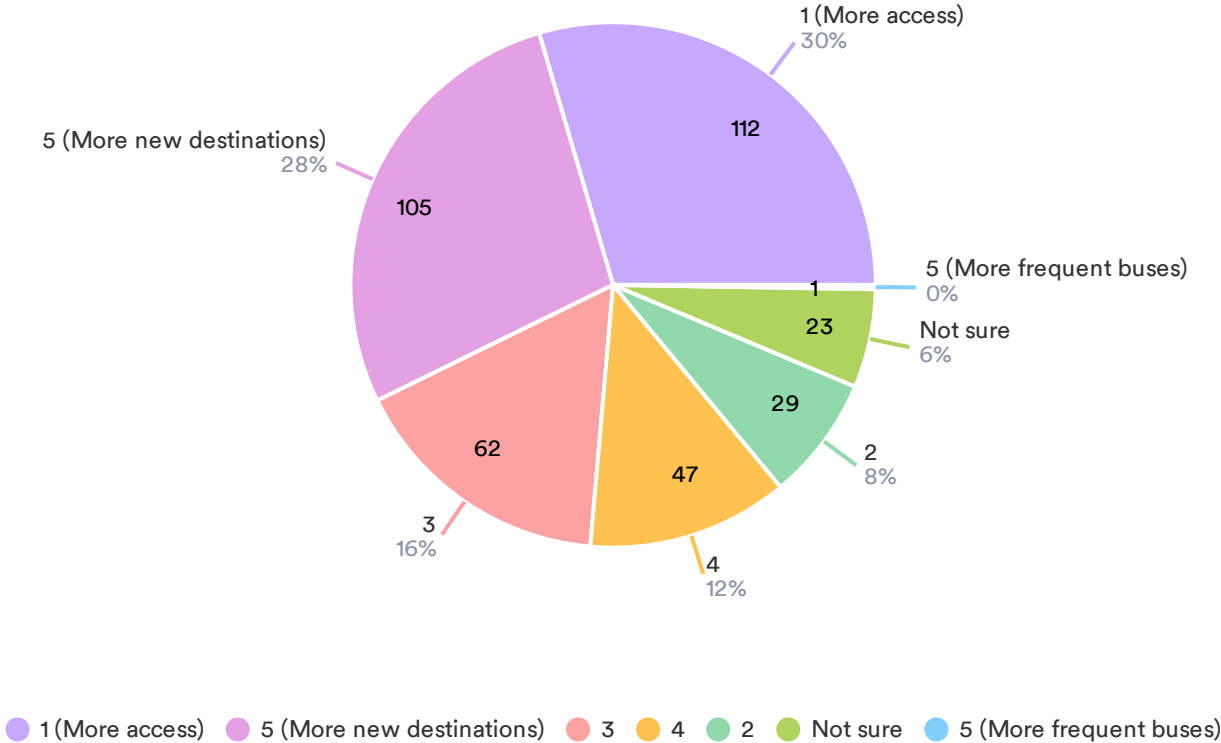
If there was a vanpool or other shared ride option that could get you to and from work quickly and reliably, how likely would you be to use it?  
(Rate using the scale below.)

373 Responses- 23 Empty



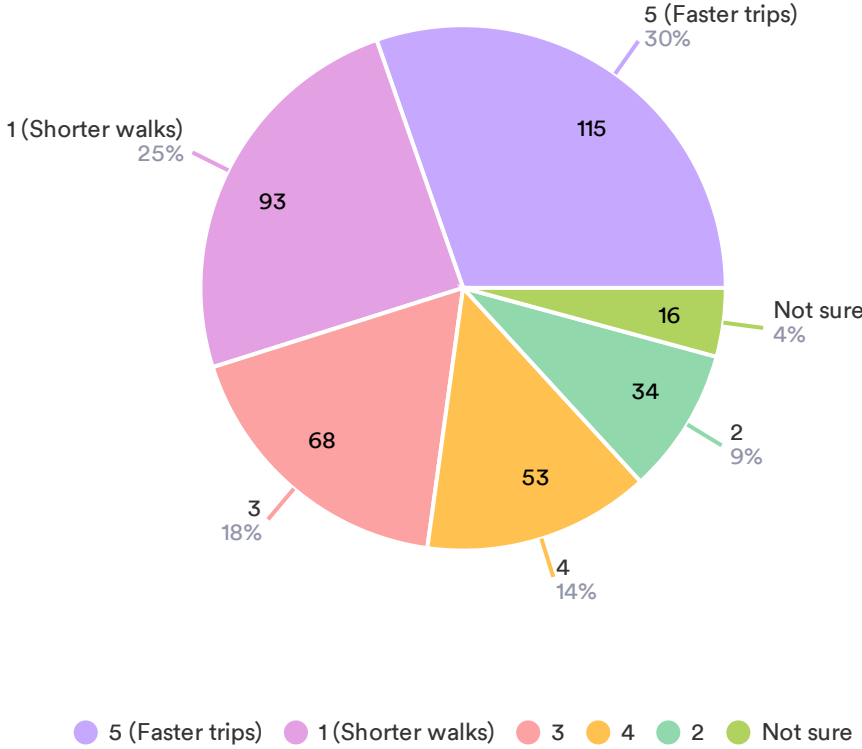
Which is more important: Having more bus stops in more places (access) or having more new destinations?

379 Responses- 17 Empty



Which is more important: Shorter walks to the bus or a faster trip overall?

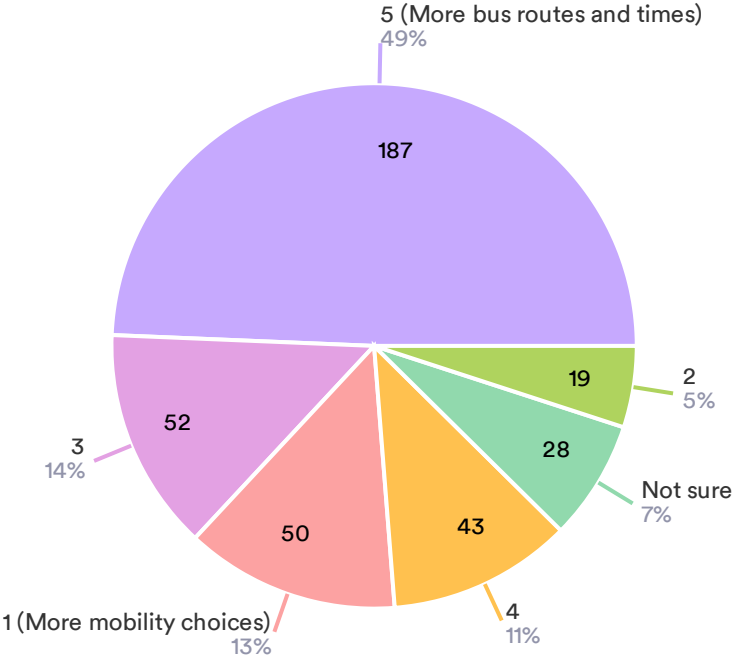
379 Responses- 17 Empty



# Cherriots Long Range Transit Plan

Which is more important: An expanded bus network or greater mobility choices (i.e. bike share, carpool, ride-hailing connections, etc.)?

379 Responses- 17 Empty

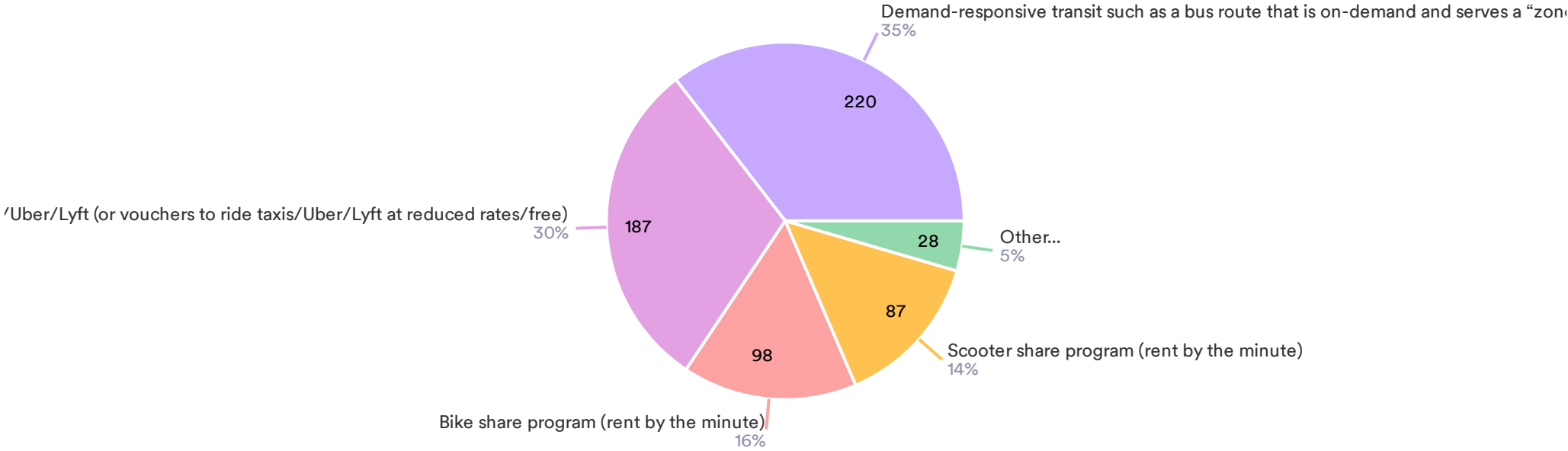


● 5 (More bus routes and times) ● 3 ● 1 (More mobility choices) ● 4 ● Not sure ● 2

# Cherriots Long Range Transit Plan

There are many new ways that Cherriots can help people get around. What types of services or options should we explore further? (Select all that apply.)

620 Responses- 46 Empty



- Demand-responsive transit such as a bus route that is on-demand and serves a "zone" instead of regular bus stops
- Taxis/Uber/Lyft (or vouchers to ride taxis/Uber/Lyft at reduced rates/free)
- Bike share program (rent by the minute)
- Scooter share program (rent by the minute)
- Other...

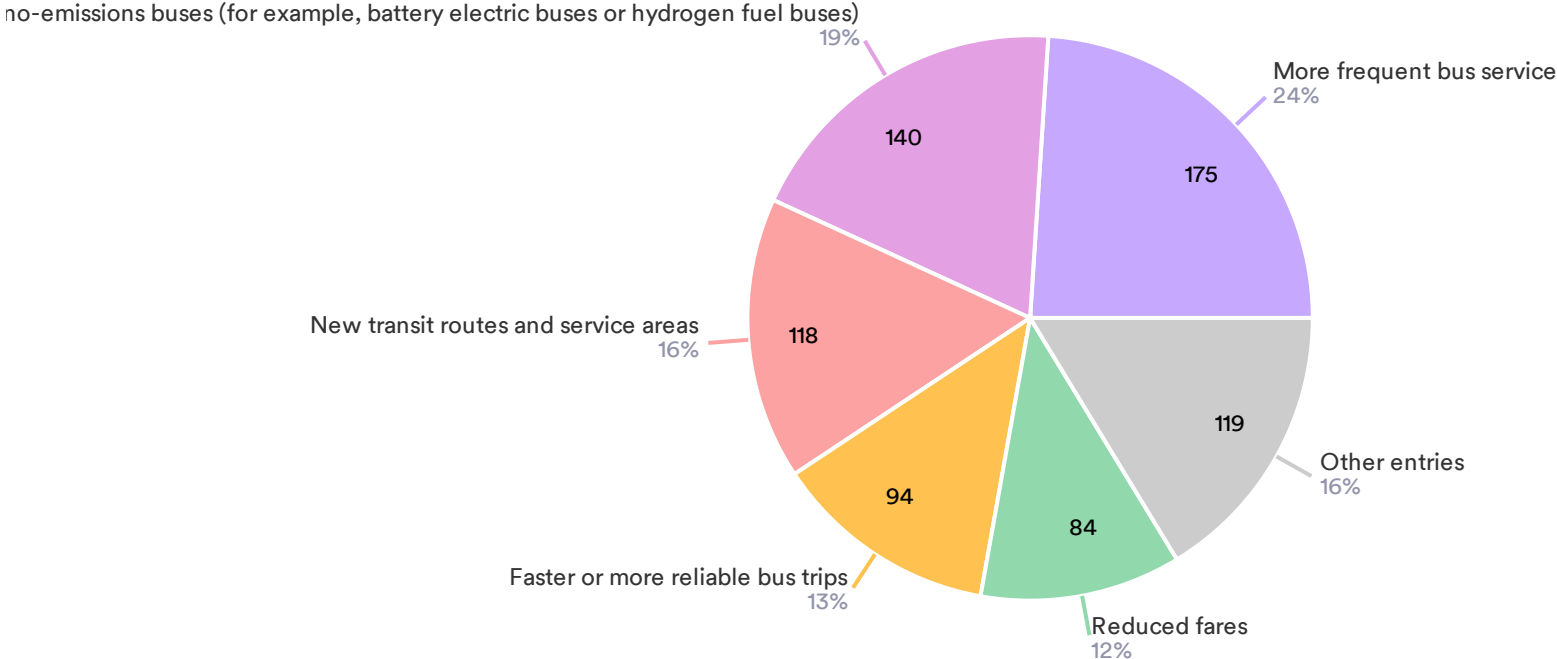
## What other types of services or options should we explore?

26 Responses- 370 Empty

Data	Responses
Some express routes to opposite ends of town.	1
Do not understand	1
I like it the way it is	1
Train	1
More shop-n-ride and dial a ride	1
Streetcar/trolley system, extend WES to Salem or have an easier way to get to/from Salem.	1
Shelters, Hospitals	1
Demand-responsive routes that are variable, like school bus routes.	1
Limited hours on weekend.	1

If funding becomes available, what would be your top two priority areas for spending? (Select two.)

730 Responses- 17 Empty





## What other types of services or options should we explore?

19 Responses- 377 Empty

Data	Responses
Light rail	2
Same day service for people with disabilities	1
Let all know- not here and there. Whatever comes up will happed- Let all people know- Soon all of it	1
more bus shelters at more of the stops, with panels extending all the way down to block winter winds; next time shelter outside IGA on Lancaster is replaced, open side facing IGA, not south. Winter weather in that area nasty. No point being windblown/rained on/frozen/courting illness while waiting for the bus anywhere on Lancaster.	1
free zones downtown	1
Restore downtown free zone. 13th to Salem Public Library. More bus shelters!	1
Better receptionists, better customer attitude and appreciation	1
later bus service	1
Transit station in south part of town with parking.	1

## What is your ZIP code?

382 Responses- 14 Empty

Data	Responses
97301	92
97302	54
97304	51
97303	42
97306	36
97305	29
97317	17
97071	9
97325	7

# Cherriots Long Range Transit Plan

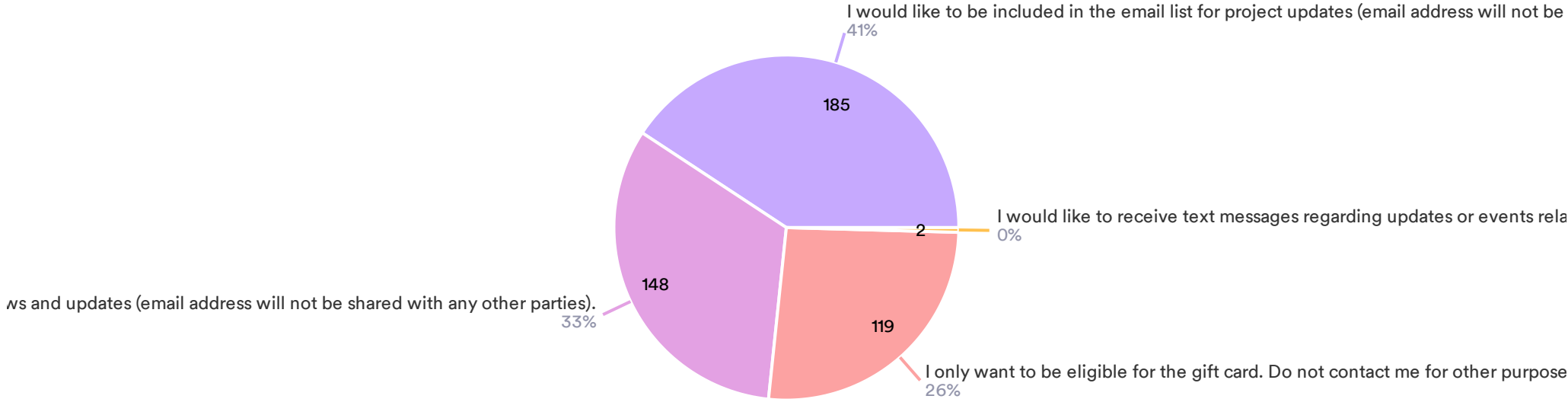
## Additional feedback

132 Responses- 264 Empty

Data	Responses
None other than more frequent bus service on weekends would be nice	2
I have been riding Cherriots for many years and have had few negative experiences. I look forward to continuing to ride the bus and even with the difficulties of time with my location I am still trying to make it work out. Thank you for taking the time to go through my survey and others as well.	1
I'm retired so questions about work do not apply. Fares, routes and schedules that I find adequate might not work for others. I think there should be free transit passes for children and youth.	1
Thank you for providing the communities of Marion and Polk counties with a convenient, safe and clean public transport system. Thank you, too, for orienting the Cherriots bus drivers to be responsive to the needs of the commuters.	1
Sometimes I have to wait a long time for the bus, which makes me unable to plan my schedule properly	1
Provide better service	1
no	1
I would LOVE it if there was an Express bus that went from Edgewater directly downtown using the onramp on Edgewater and Rosemont instead of returning to the West Salem Transit Station.	1
I would ride the bus more often if the route schedules coincided better with my work schedule	1

## How would you like to stay informed?

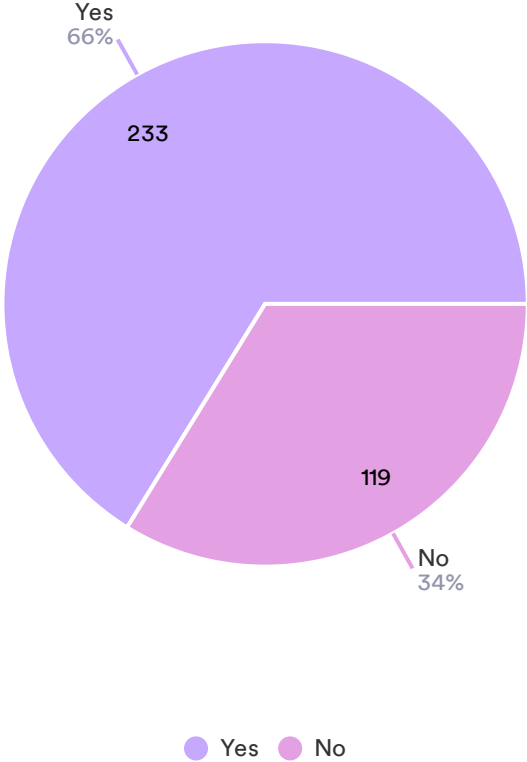
454 Responses- 73 Empty



- I would like to be included in the email list for project updates (email address will not be shared with any other parties).
- I would like to be included in the email list for other Cherriots news and updates (email address will not be shared with any other parties).
- I only want to be eligible for the gift card. Do not contact me for other purposes.
- I would like to receive text messages regarding updates or events related to the Long Range Transit Plan.

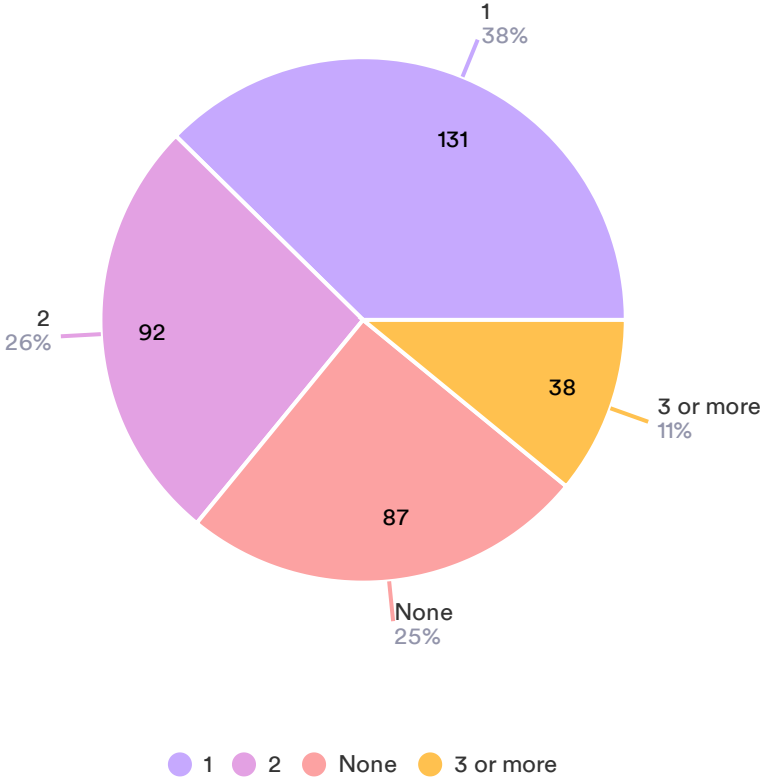
Do you have a valid driver's license? (Select one.)

352 Responses- 44 Empty



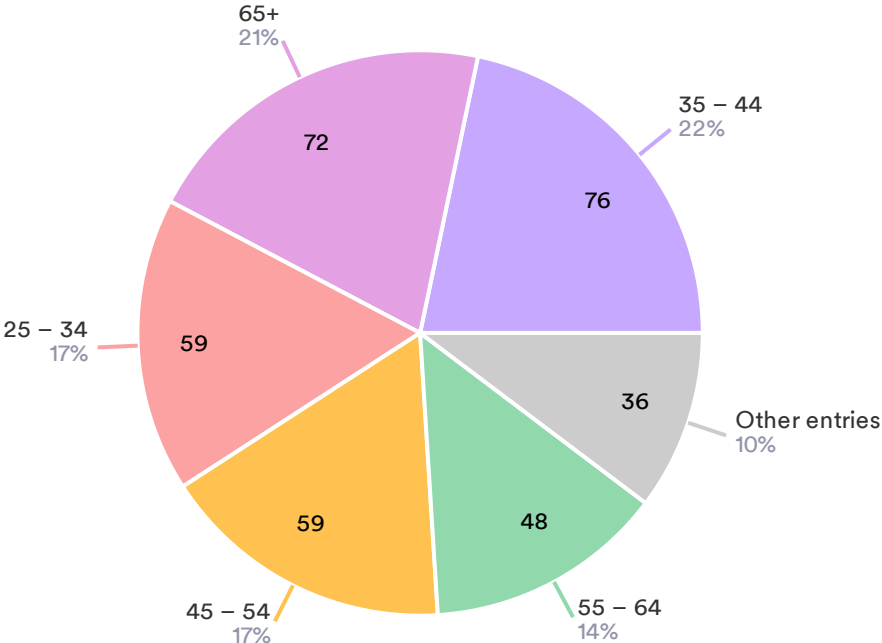
How many working motor vehicles are available to your household? (Select one.)

348 Responses- 48 Empty



## What is your age? (Select one.)

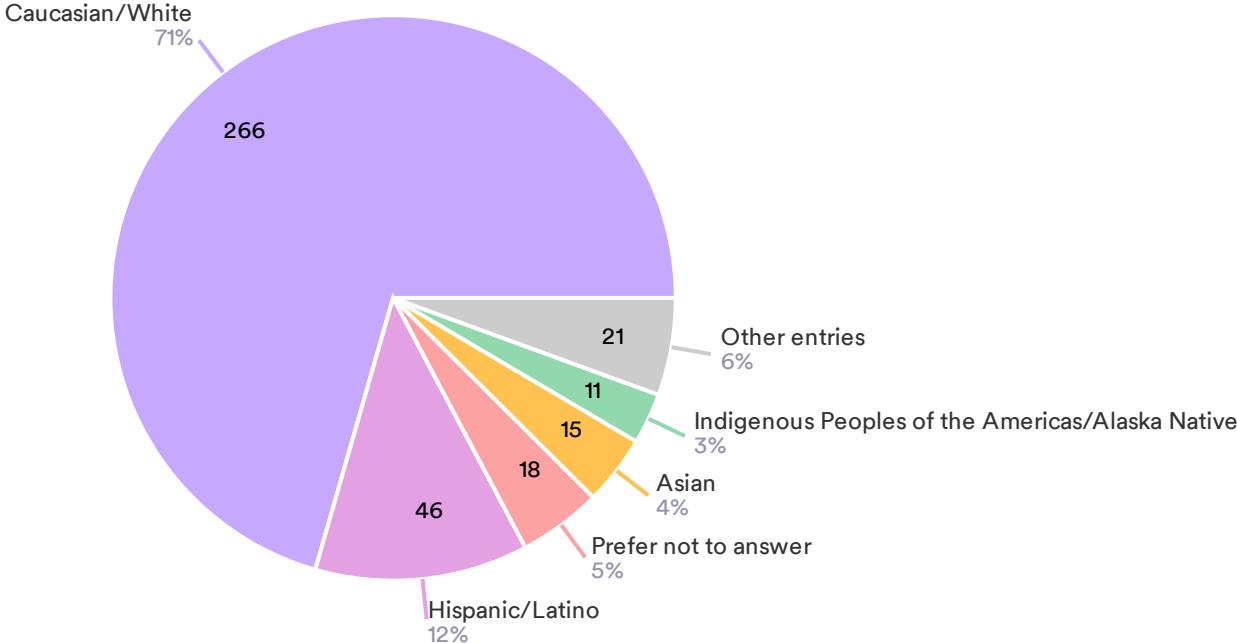
350 Responses- 46 Empty





How do you describe your race/ethnicity? (Check all that apply.)

377 Responses- 46 Empty



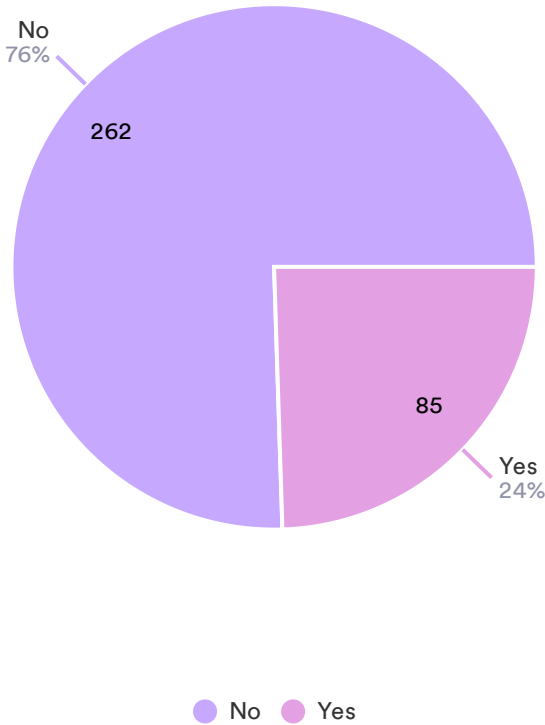
### Please explain...

6 Responses- 390 Empty

Data	Responses
Mixed race	1
Italian, Spaniard	1
None	1
American	1
Mix Japanese-Mexican	1
Do not know my lineage.	1

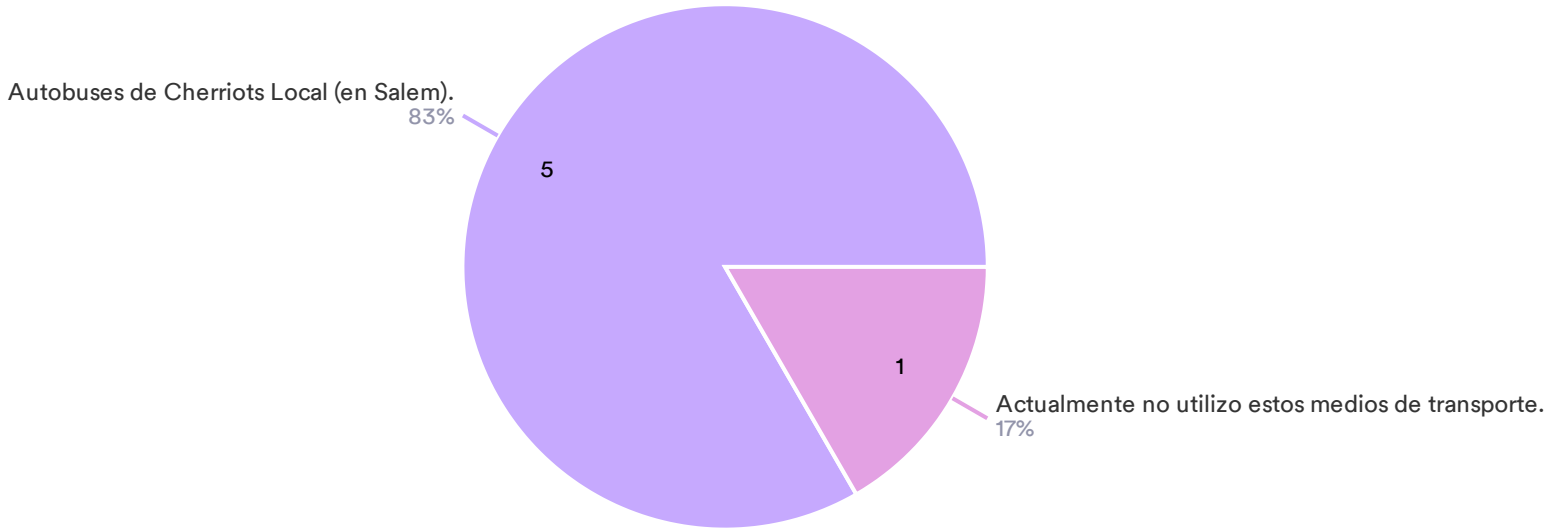
Do you have a disability that affects your mobility? (Select one.)

347 Responses- 49 Empty



¿Cuáles servicios de Cherriots usted utiliza actualmente? (Seleccione todos los que apliquen.)

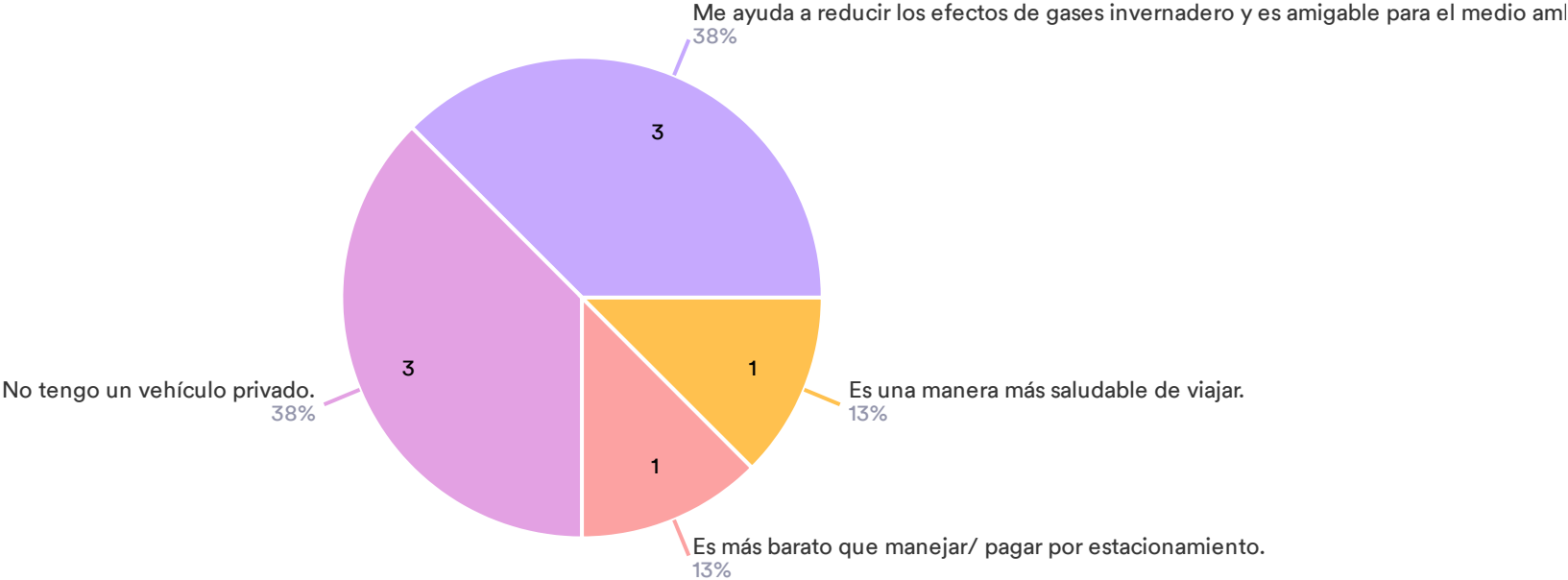
6 Responses- 4 Empty



● Autobuses de Cherriots Local (en Salem). ● Actualmente no utilizo estos medios de transporte.

¿Por qué usted utiliza el autobús (incluyendo el servicio Cherriots LIFT y Móntese y Compre)? (Seleccione todas las que apliquen.)

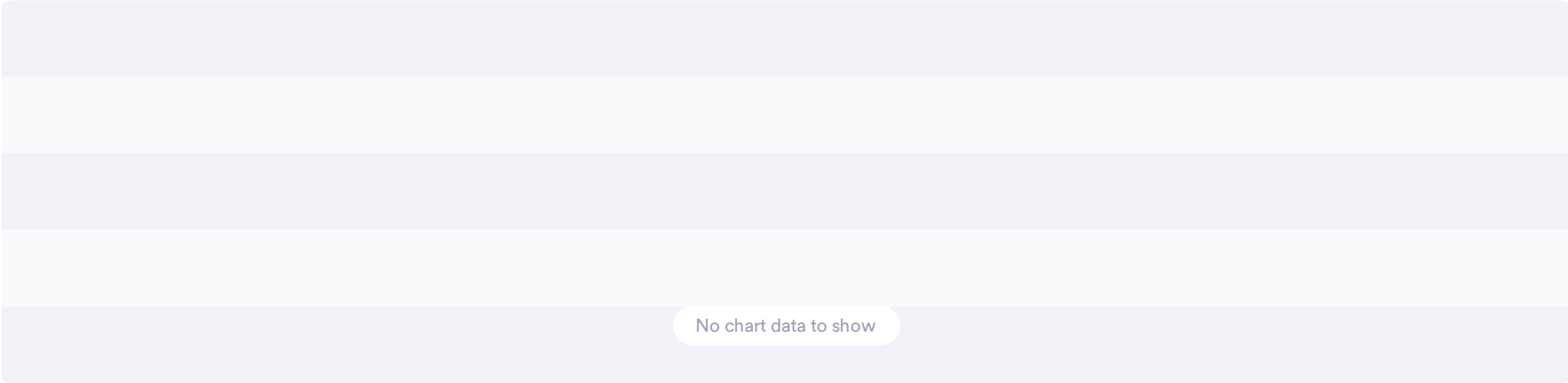
8 Responses- 6 Empty



- Me ayuda a reducir los efectos de gases invernadero y es amigable para el medio ambiente.
- No tengo un vehículo privado.
- Es más barato que manejar/ pagar por estacionamiento.
- Es una manera más saludable de viajar.

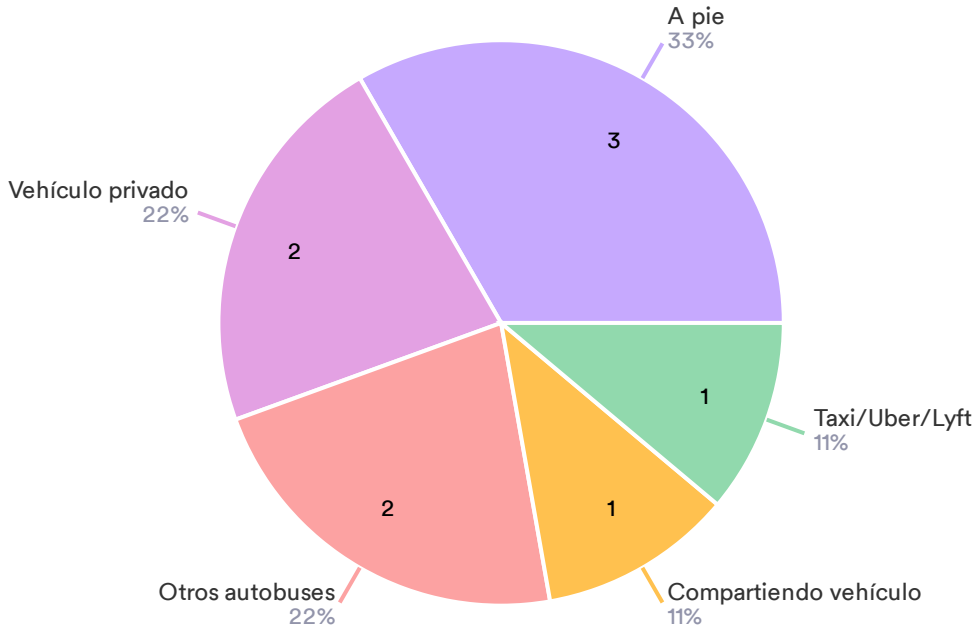
Otro. Por favor explique:

0 Response



¿Como usted se moviliza actualmente? (Seleccione todos los que apliquen.)

9 Responses- 4 Empty





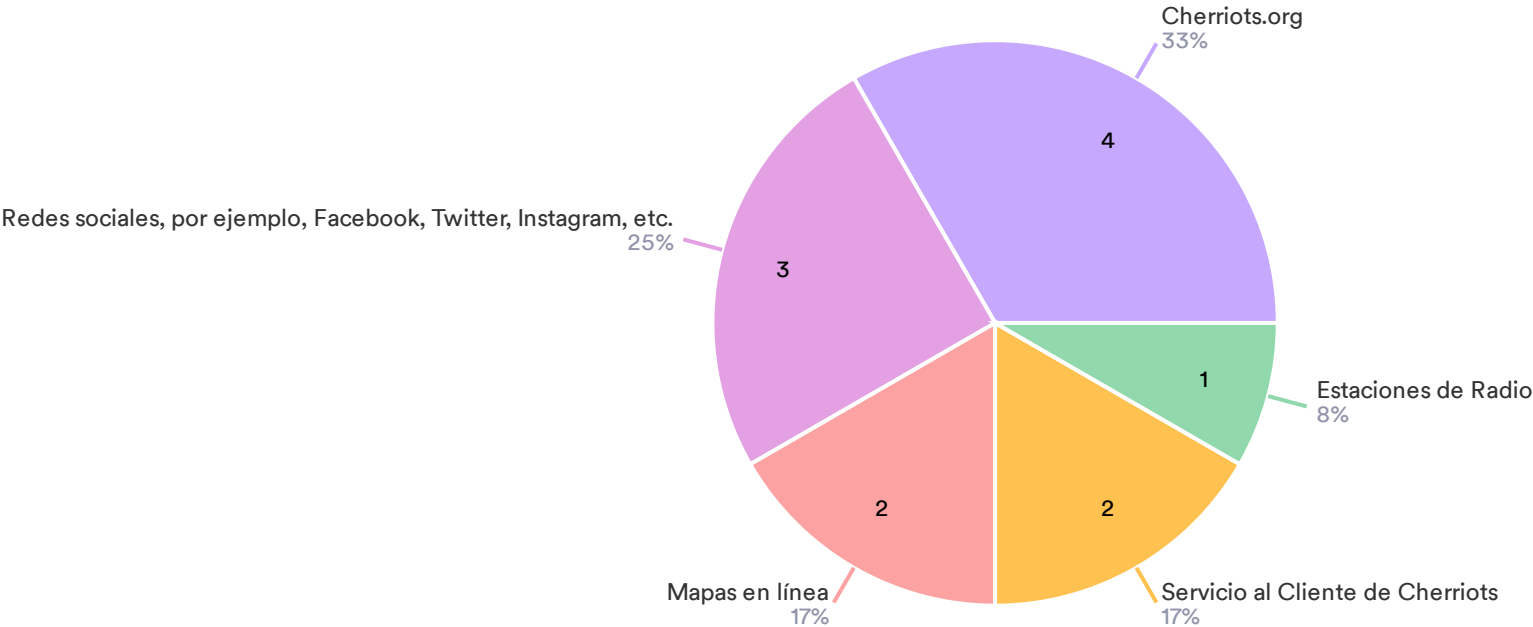
Por favor explique:

0 Response

No chart data to show

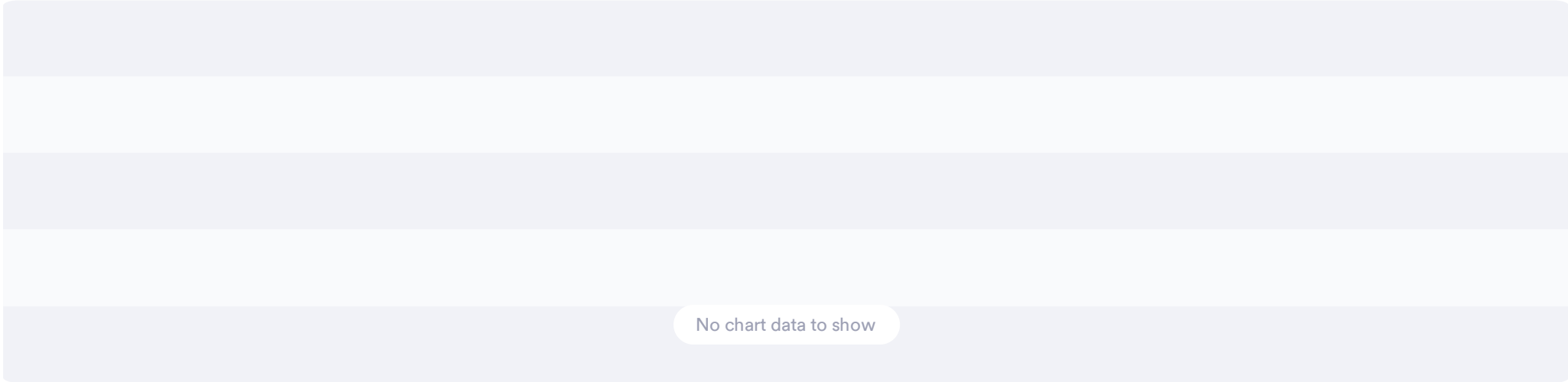
¿Como usted consigue la información de itinerarios de autobuses, trafico, o de atiende preguntas de movilidad?

12 Responses- 4 Empty



Por favor explique:

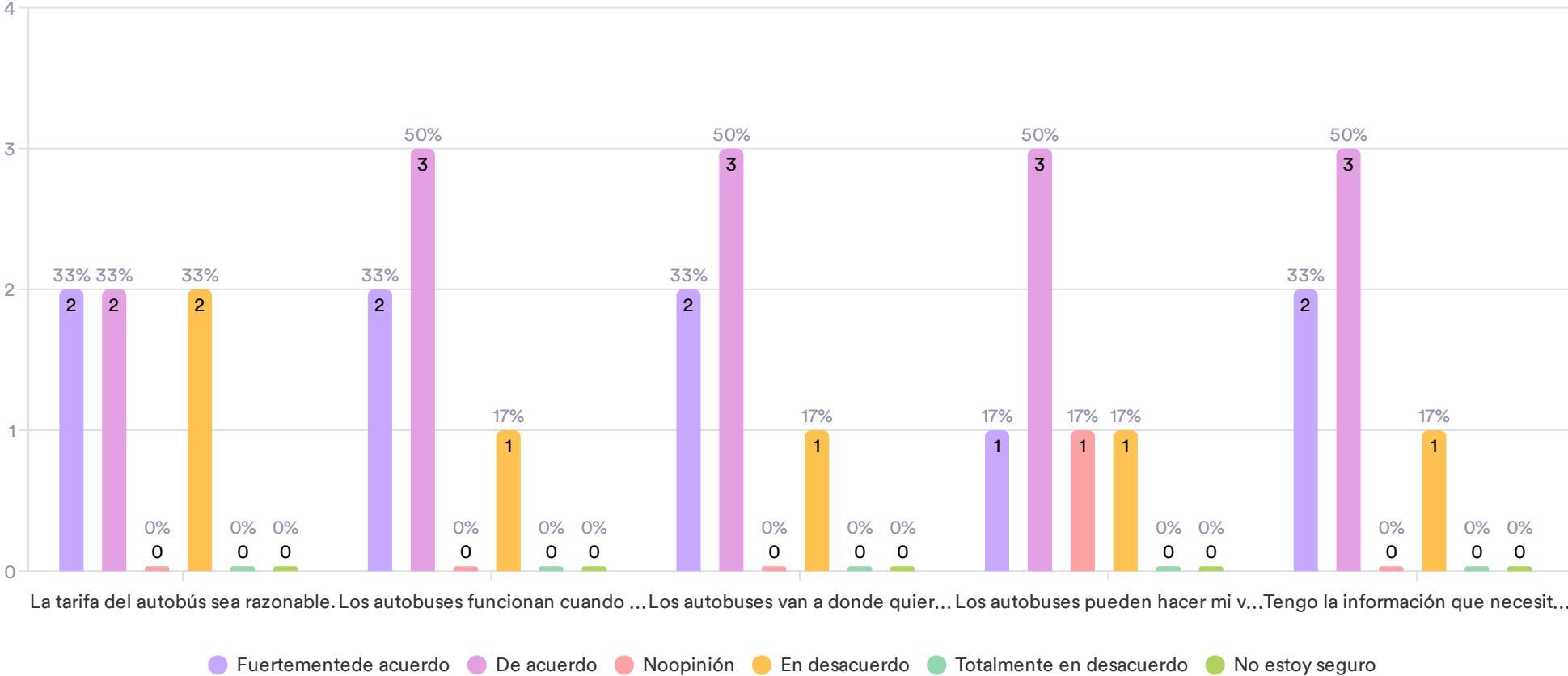
0 Response



# ESP- Cherriots Long Range Transit Plan

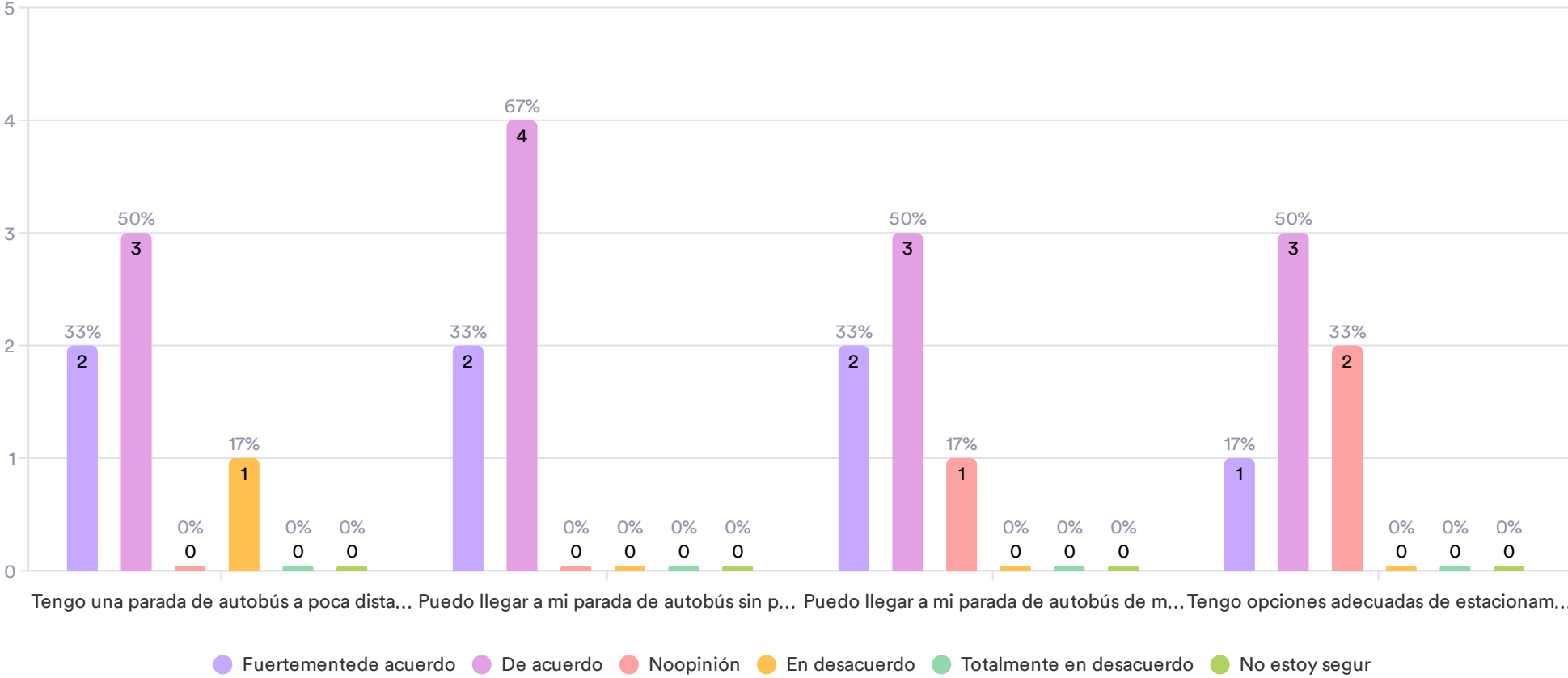
## Al considerar si usar el transporte público ...

6 Responses- 4 Empty



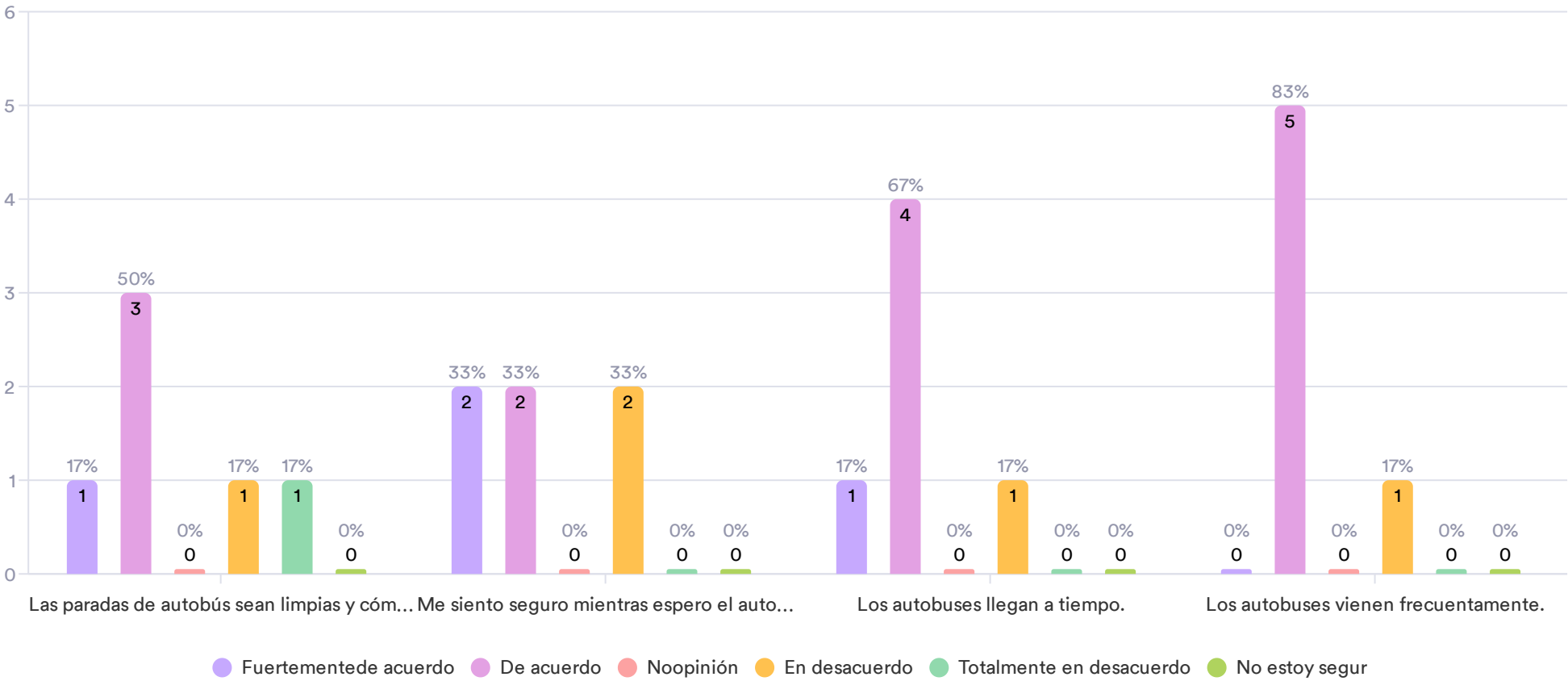
## Al viajar hacia o desde las paradas de autobús ...

6 Responses- 4 Empty



## Mientras espero el autobús ...

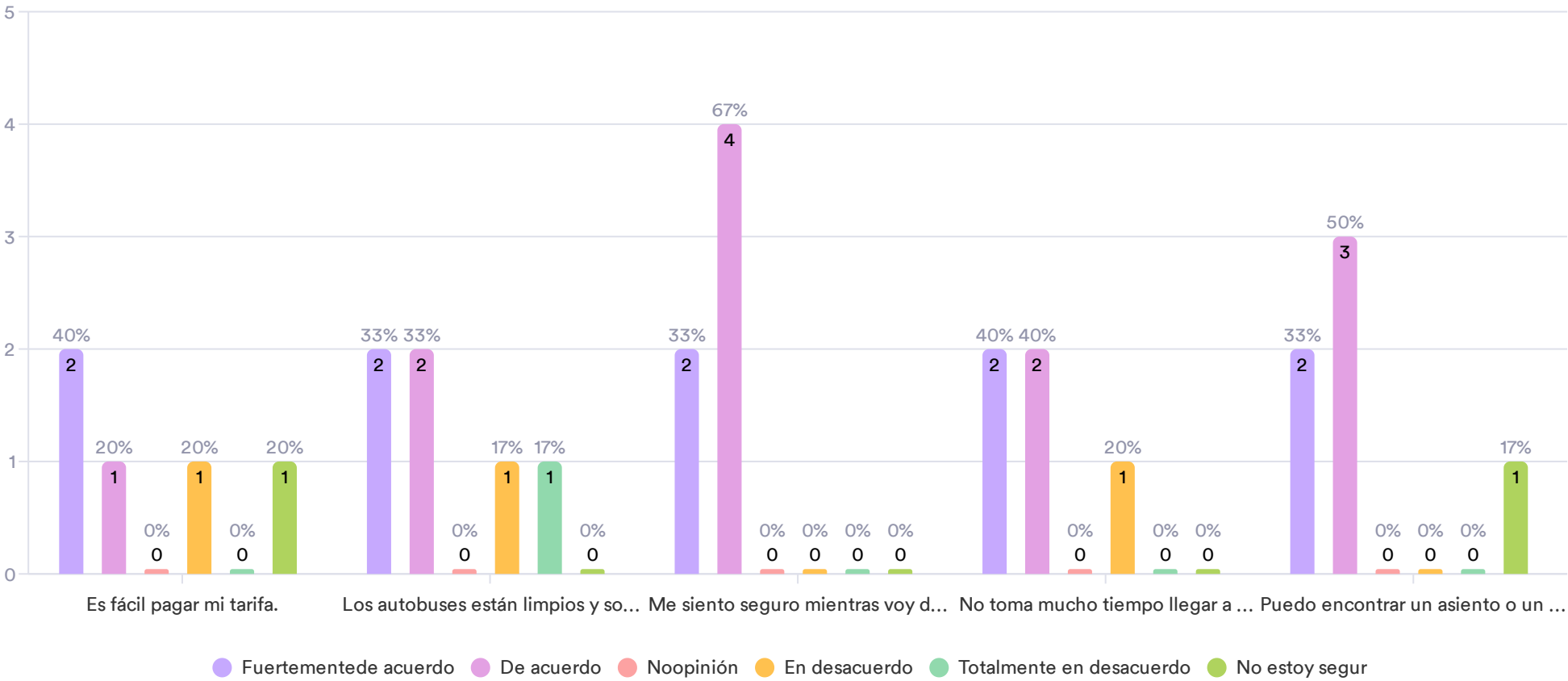
6 Responses- 4 Empty



# ESP- Cherriots Long Range Transit Plan

## En el autobús:

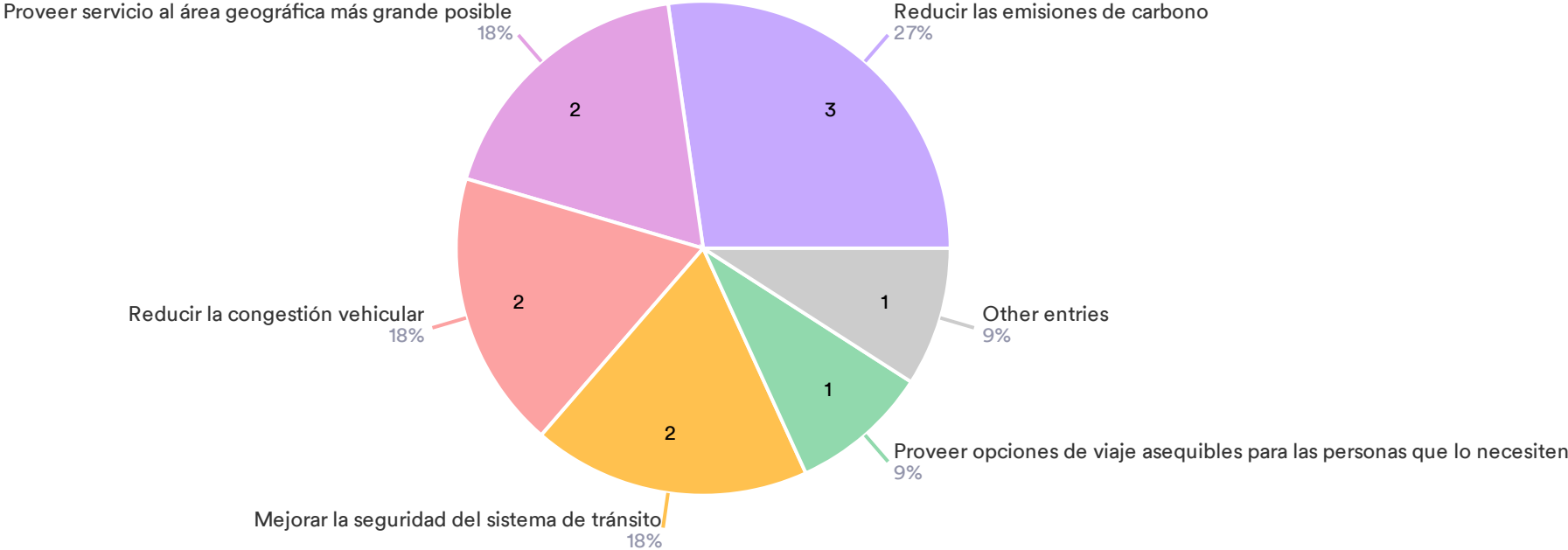
6 Responses- 4 Empty





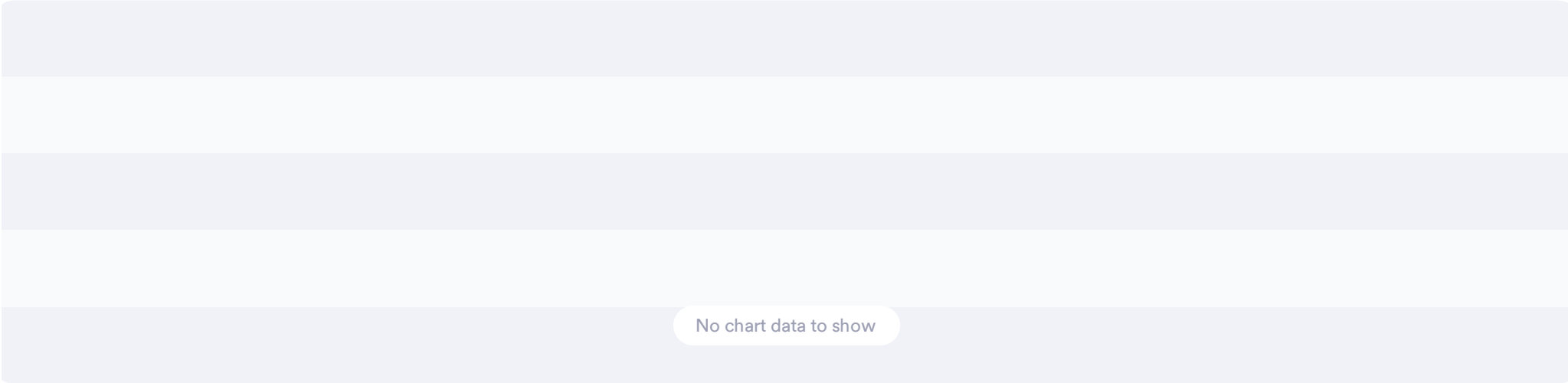
¿Qué temas son los más importantes al pensar en el futuro sistema de tránsito? (Elija su top 2.)

11 Responses- 4 Empty



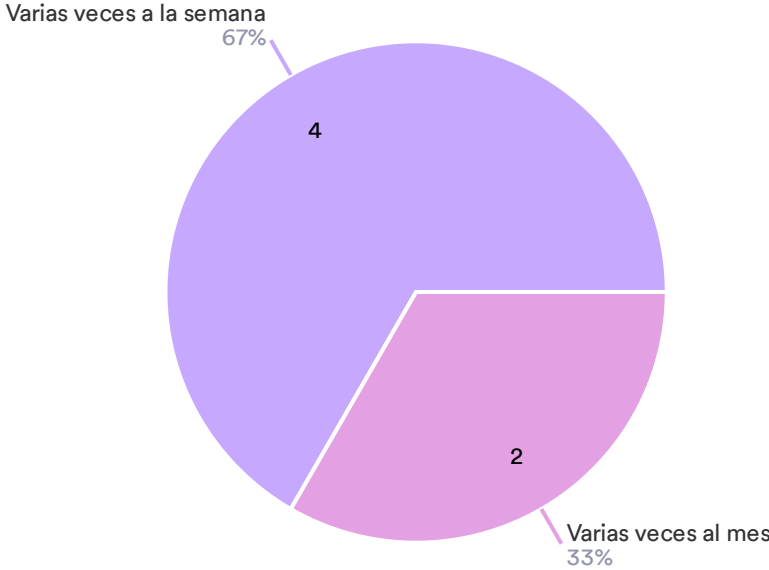
¿Qué otros temas son importantes?

0 Response



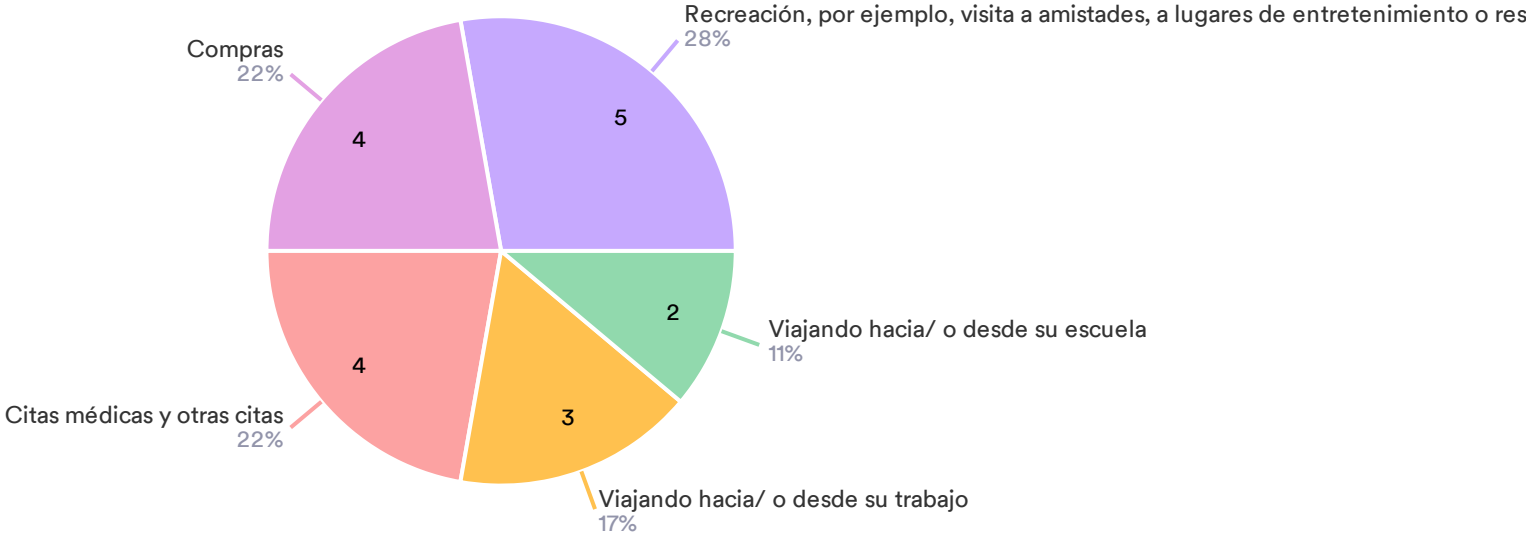
¿Cuán frecuente usted espera utilizar el Sistema de transporte público (incluyendo todos los servicios de Cherriots y las opciones de movilidad compartida) luego de que se levanten las restricciones relacionadas al COVID-19 y la vida vuelva a una “nueva normalidad”?  
(Seleccione una)

6 Responses- 4 Empty



¿Qué tipo de viajes de transporte público usted piensa que es más probable que usted utilice en el futuro, Luego de que se levanten las restricciones asociadas al COVID-19 y la vida vuelva a una “nueva normalidad”? (Seleccione todas las que apliquen)

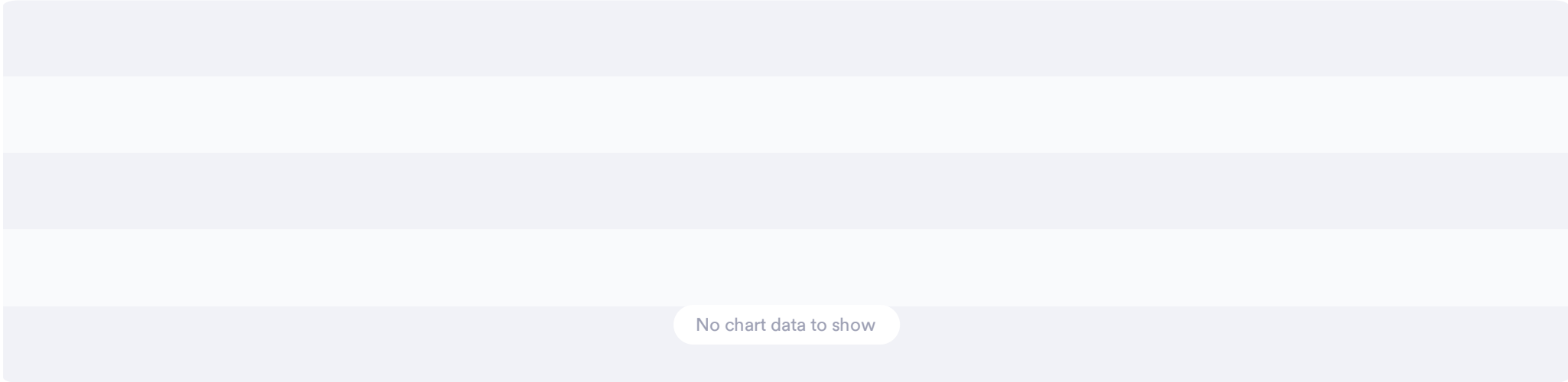
18 Responses- 4 Empty



- Recreación, por ejemplo, visita a amistades, a lugares de entretenimiento o restaurantes
- Compras
- Citas médicas y otras citas
- Viajando hacia/ o desde su trabajo
- Viajando hacia/ o desde su escuela

¿Para qué otro tipo de viajes utiliza el tránsito?

0 Response



¿Hacia dónde usted le gustaría utilizar el transporte público (incluyendo todos los servicios de Cherriots y opciones de movilidad compartida) que actualmente usted no puede utilizar?

4 Responses- 6 Empty

Data	Responses
A salem	1
A la parque	1
Me gustaría a Lincoln city	1
Woodburn outlet stores	1

1.

4 Responses- 6 Empty

Data	Responses
Más buses	1
Viajes según	1
Más servicio	1
Mi compras de comida	1



2.

4 Responses- 6 Empty

Data	Responses
No aumentar mucho la tarifa	1
Yegar atiando alas sitas	1
Más asequible	1
Las citas de doctor t dentista para mi y mis hijos	1

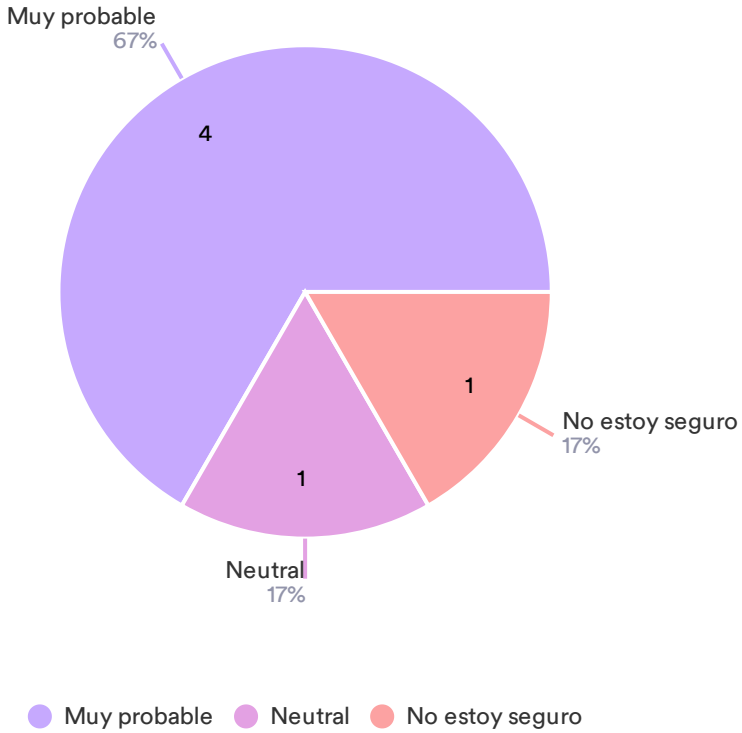
3.

4 Responses- 6 Empty

Data	Responses
Más bonos	1
Ir de paseo con la familia	1
Que trabaja con un app en mi teléfono	1
Para ir a mi trabajo	1

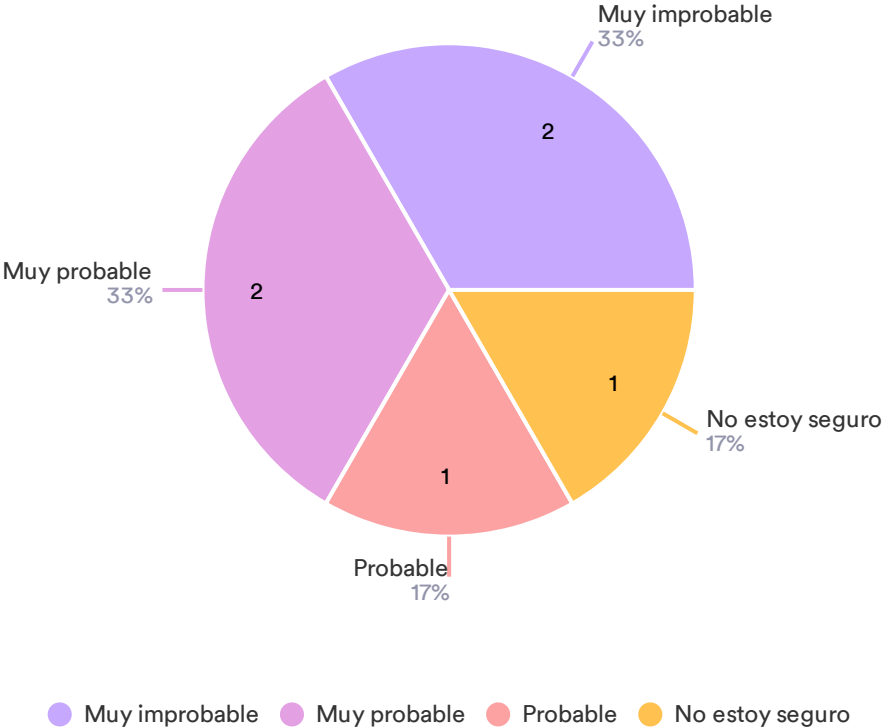
¿Del estacionamiento estar limitado o no disponible al llegar a su destino, cuan probable es que usted utilice el autobús más frecuente de lo que lo hace actualmente? (Utilice la escala debajo)

6 Responses- 4 Empty



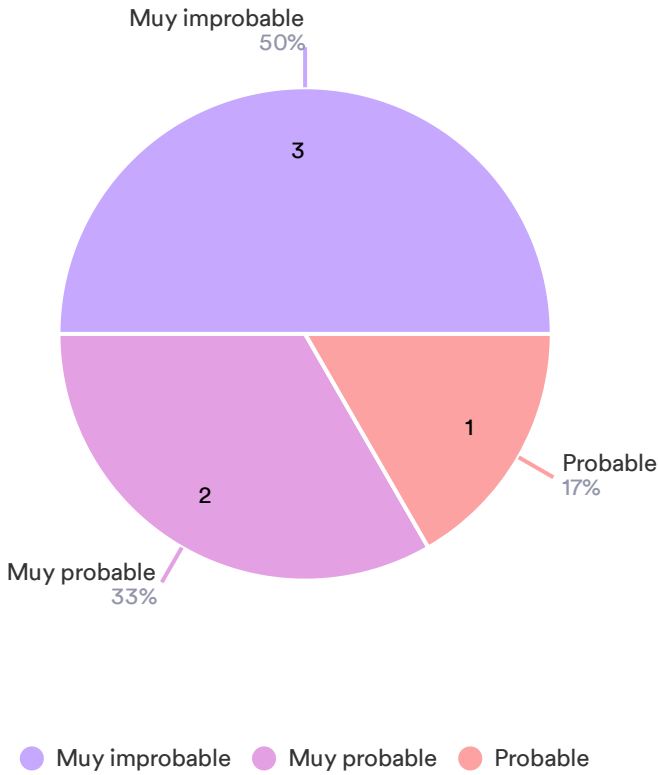
En el futuro, ¿qué probabilidades hay de que viva fuera del centro de Salem, pero viaje con regularidad hacia o desde el centro de la ciudad?  
(Utilice la escala debajo.)

6 Responses- 4 Empty



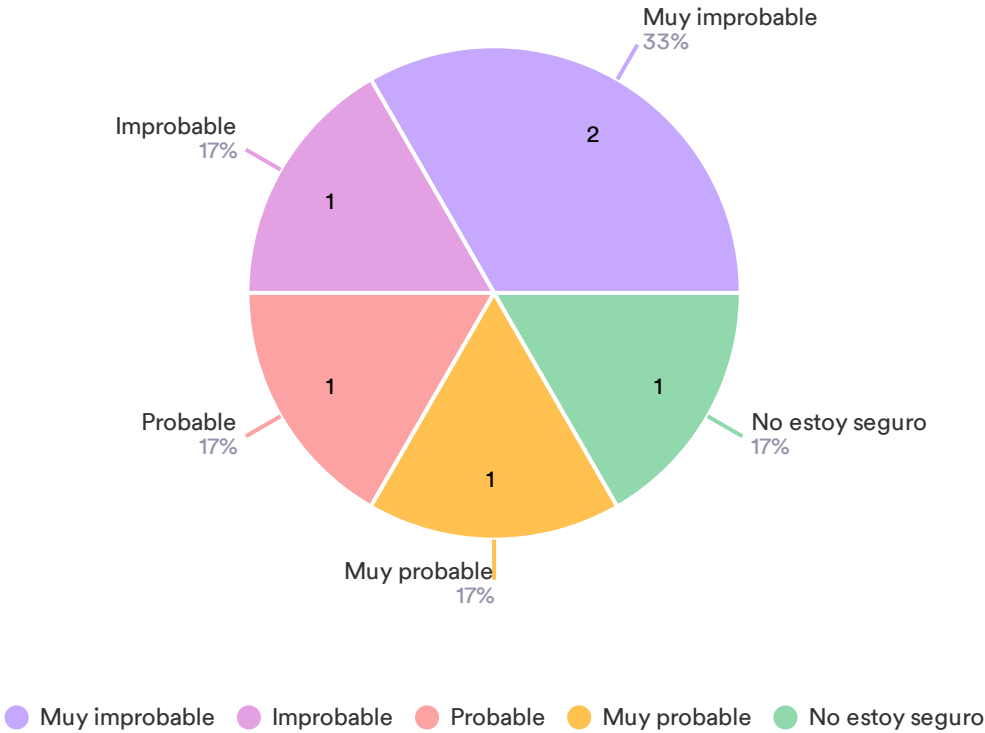
¿De existir opciones más tecnológicas (tales como información en tiempo real de la ruta del autobús o una manera de pagar su tarifa con el teléfono) cuan probable usted usaría estas opciones? (Utilice la escala debajo.)

6 Responses- 4 Empty



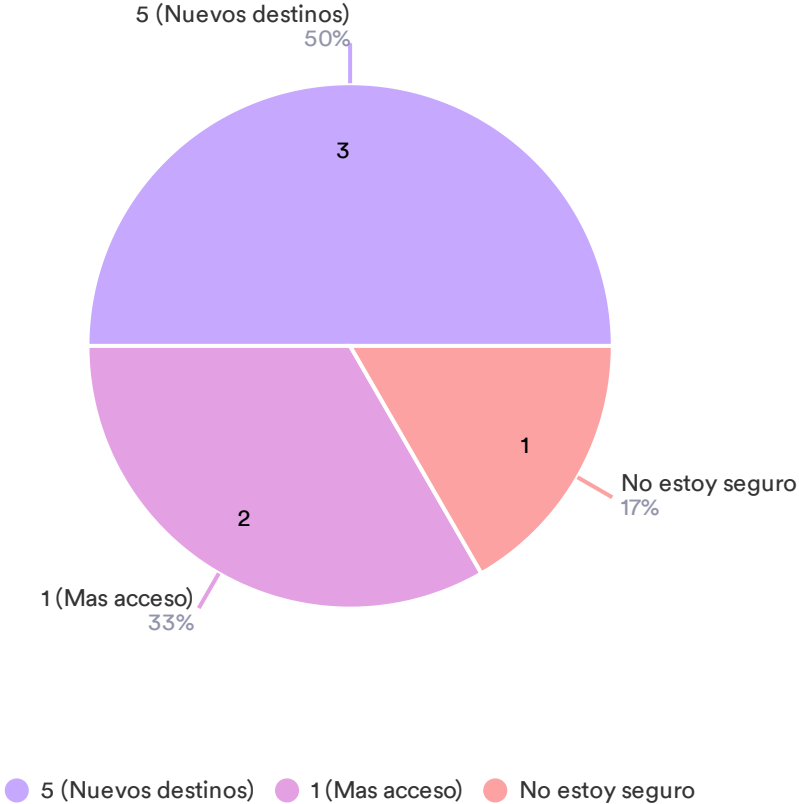
¿De existir una van en donde se comparta el viaje u otra opción de compartir viajes que lo puedan llevar rápida y confiablemente desde su hogar hacia y desde el trabajo, cuan probable es que usted utilice este servicio? (Utilice la escala debajo.)

6 Responses- 4 Empty



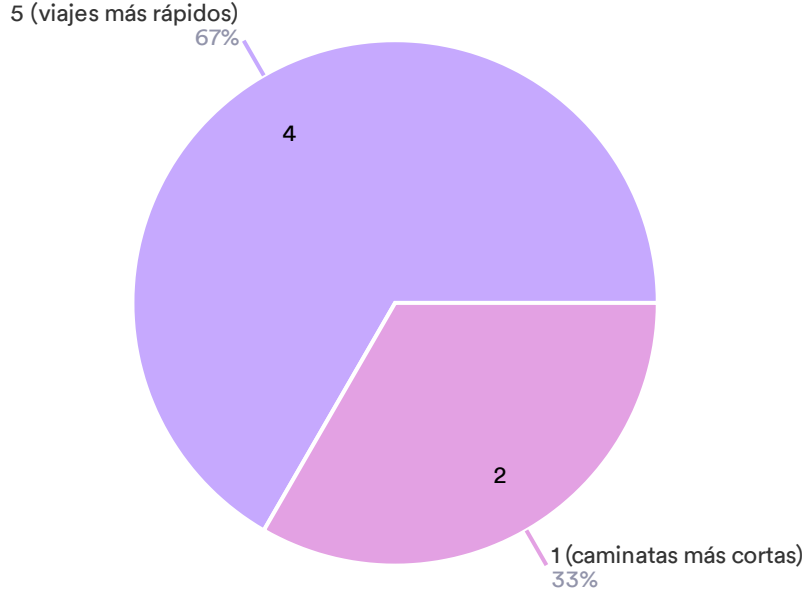
Que es más importante: ¿tener más paradas de autobús en más lugares (acceso) o tener más paradas de autobús en más nuevos destinos?

6 Responses- 4 Empty



Cual es más importante: ¿caminar menos distancia al transporte público o un viaje más rápido?

6 Responses- 4 Empty

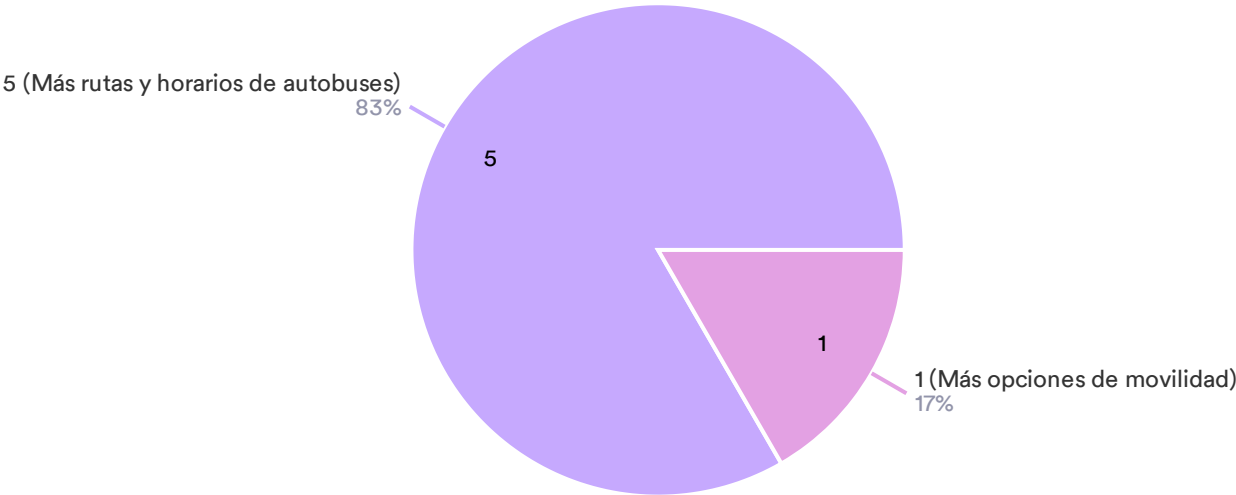


● 5 (viajes más rápidos) ● 1 (caminatas más cortas)



Cual es más importante: ¿una red de autobuses expandida, o mayor cantidad de opciones de movilidad (ej. bicicletas eléctricas, viajes compartidos, conexiones con aplicaciones de solicitar vehículos, etc.)?

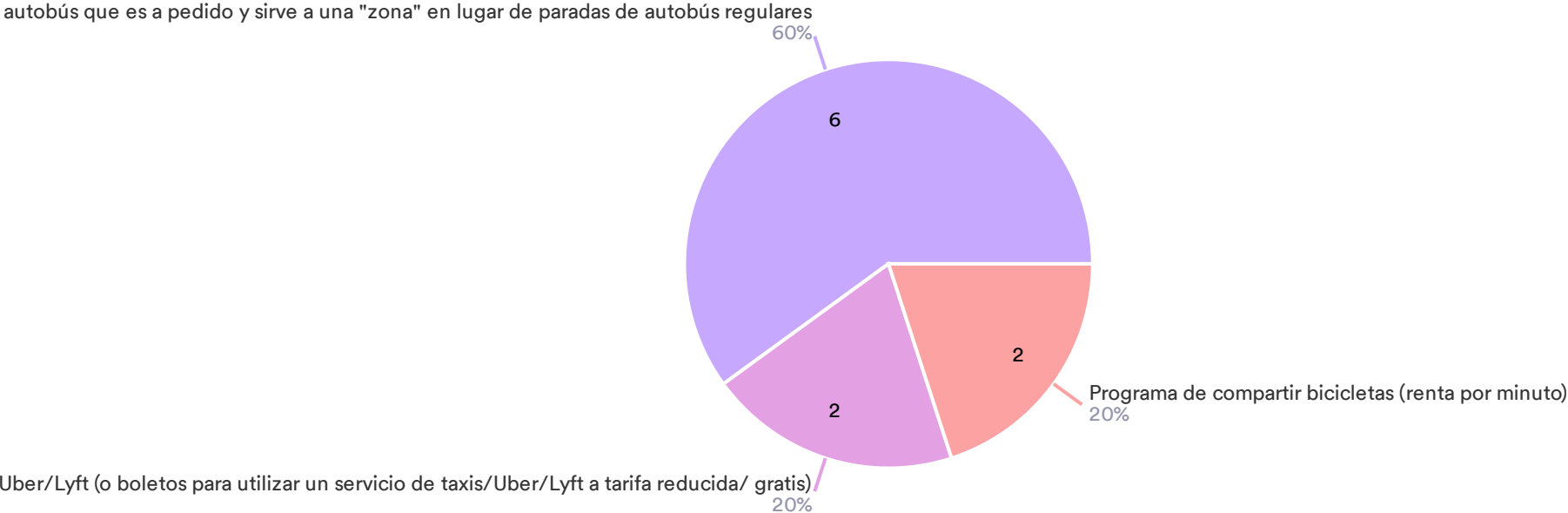
6 Responses- 4 Empty



● 5 (Más rutas y horarios de autobuses) ● 1 (Más opciones de movilidad)

Existen muchas otras maneras en que Cherriots puede ayudar a mover a personas. ¿Cuáles son los tipos de servicios u opciones que deberíamos explorar? (Seleccione todas las que apliquen)

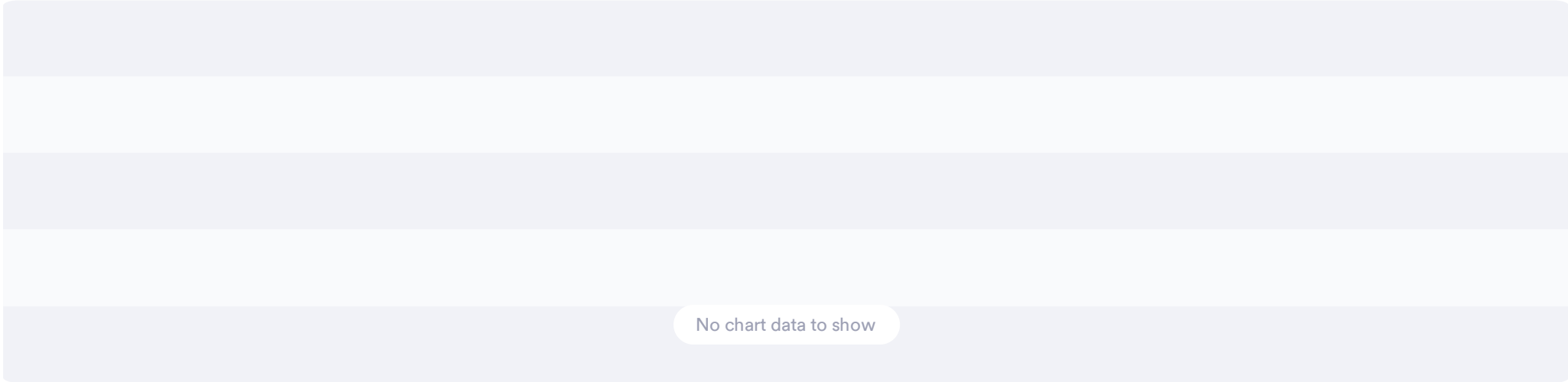
10 Responses- 4 Empty



- Tránsito que responde a la demanda, como una ruta de autobús que es a pedido y sirve a una "zona" en lugar de paradas de autobús regulares
- Taxis/Uber/Lyft (o boletos para utilizar un servicio de taxis/Uber/Lyft a tarifa reducida/ gratis)
- Programa de compartir bicicletas (renta por minuto)

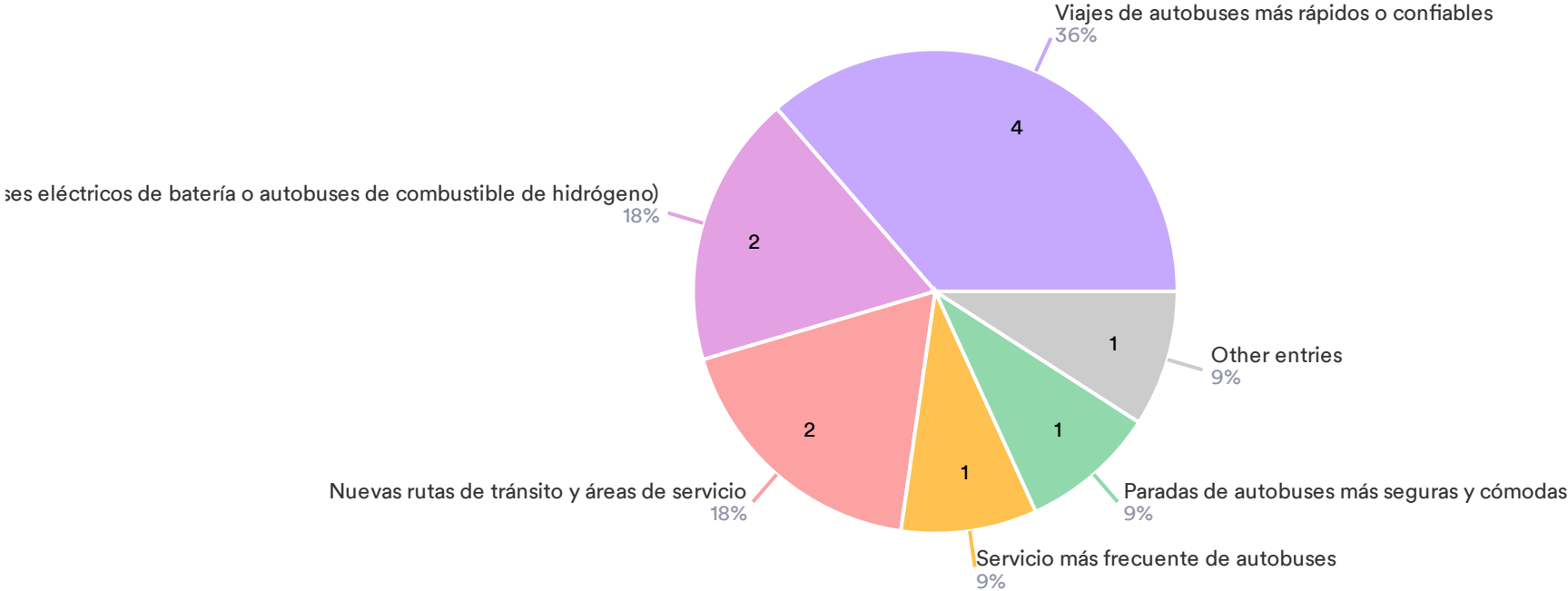
¿Qué otros tipos de servicios u opciones deberíamos explorar?

0 Response



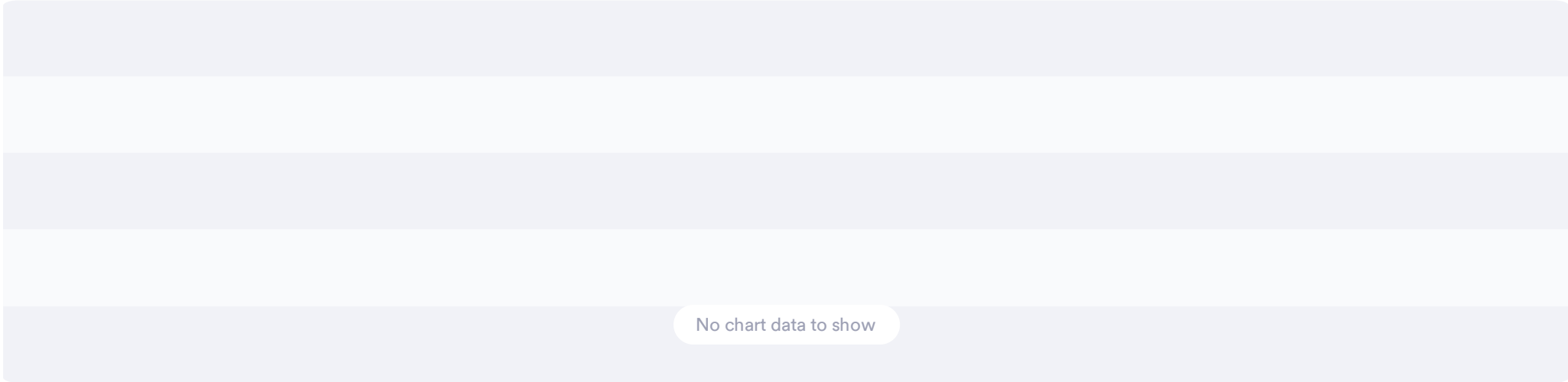
¿De existir fondos disponibles, cuál serían sus dos primeras prioridades de áreas donde ese puede incrementar el presupuesto? (Seleccione dos.)

11 Responses- 4 Empty



¿Qué otros tipos de servicios u opciones deberíamos explorar?

0 Response



¿Cuál es su código postal?

6 Responses- 4 Empty

Data	Responses
97301	2
97303	2
97302	1
97071	1

## Comentarios adicionales

4 Responses- 6 Empty

Data	Responses
que hay mas paradas, Que ellos corren por horas extendidas (prefers to be called if he wins a card)	1
Que pasen más seguido el bus	1
Agradezco a los conductores de las bases por ser buenas personas con nosotros	1
WE ♥ CHERRIOTS!!	1

## ¿Cómo le gustaría mantenerse informado?

10 Responses- 4 Empty

actualizaciones de Cherriots (la dirección de correo electrónico no se compartirá con otras partes).

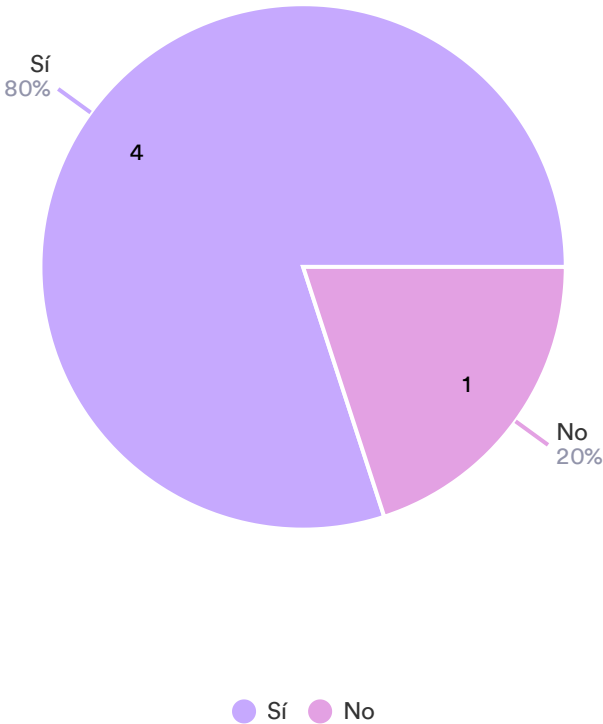


- Me gustaría ser incluido en la lista de correo electrónico para otras noticias y actualizaciones de Cherriots (la dirección de correo electrónico no se compartirá con otras partes).
- Solo quiero ser elegible para la tarjeta de regalo. No me contactes para otros fines.
- Me gustaría ser incluido en la lista de correo electrónico para recibir actualizaciones del proyecto (la dirección de correo electrónico no se compartirá con otras partes).



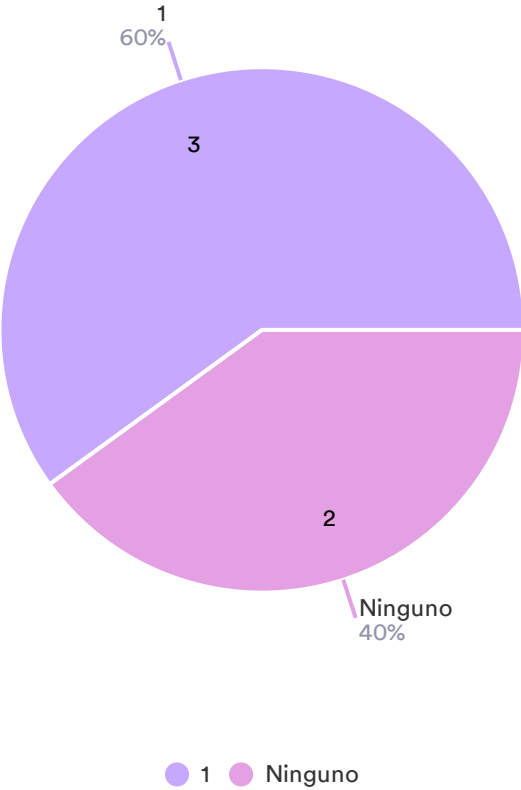
¿Usted tiene una licencia de conducir vigente? (Seleccione una).

5 Responses- 5 Empty



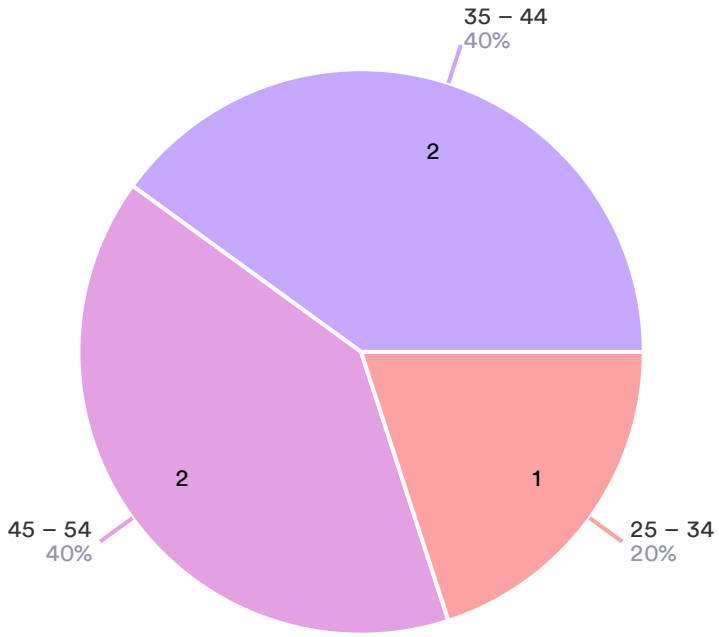
¿Cuántos vehículos de motor en funcionamiento adecuado usted tiene disponible en su hogar? (Seleccione una.)

5 Responses- 5 Empty



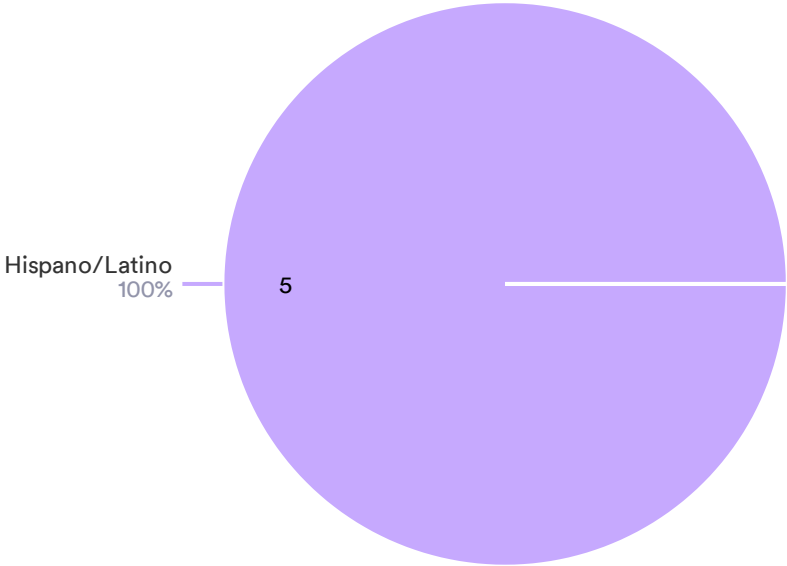
¿Cuál es su edad? (Seleccione una.)

5 Responses- 5 Empty



¿Cuál es su raza o etnicidad? (Seleccione todos los que apliquen.)

5 Responses- 5 Empty



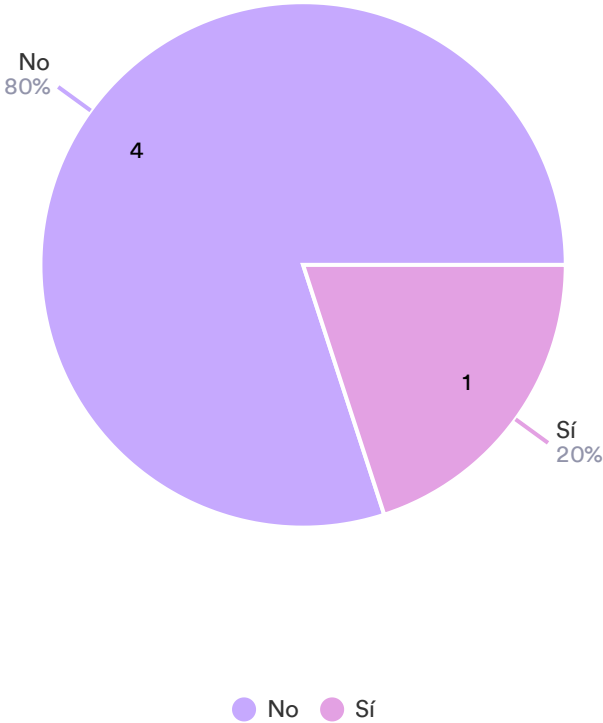
Por favor explique...

0 Response

No chart data to show

¿Usted tiene una discapacidad que afecta su movilidad? (Seleccione una.)

5 Responses- 5 Empty





# **Attachment H: SAMTD Language Assistance Plan**

The following is a copy of the SAMTD Language Assistance Plan that was updated in September, 2023 for the 2023 update to the Title VI Program.



# Cherriots Language Assistance Plan, 2023 Update

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. There are employees who speak fluent Spanish in Customer Service and the Cherriots call center. For any other language needed, SAMTD contracts with a telephone language interpretation 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 interpretation 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 Local, Cherriots LIFT, and Cherriots Shop and Ride bus services is the Salem-Keizer Urban Growth Boundary (UGB). Cherriots Regional serves the rural communities of Marion and Polk counties and two small towns in Linn County. In addition to the established district boundary, Cherriots Regional

also operates a commuter route. This commuter route provides service between the Salem-Keizer area and Wilsonville.

**Obtain census data on the LEP population in the SAMTD service area**

Data was gathered from the 2017-2021 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 the 2017-2021 American Community Survey (ACS) 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:	401,145
Speaks English “very well”	367,165
Speaks English less than “very well”	33,980
Spanish speaker	29,145
Russian speaker	1,415
Other language speakers	3,420
Total for Marion and Polk Counties	401,145
Percent LEP (Marion/Polk Counties)	7.8%

**Analysis of the data collected from the 2020 decennial Census and the 2017-21 (five year average) American Community Survey**

Data provided by the 2017-21 ACS 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 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. Cherriots has translated and posted its Title VI Notice to the Public in three languages since June 2014.

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 UGB. The average LEP population is 7.8 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 in the city of Woodburn who speak English less than "very well," and could potentially use Cherriots Local and Cherriots Regional buses.

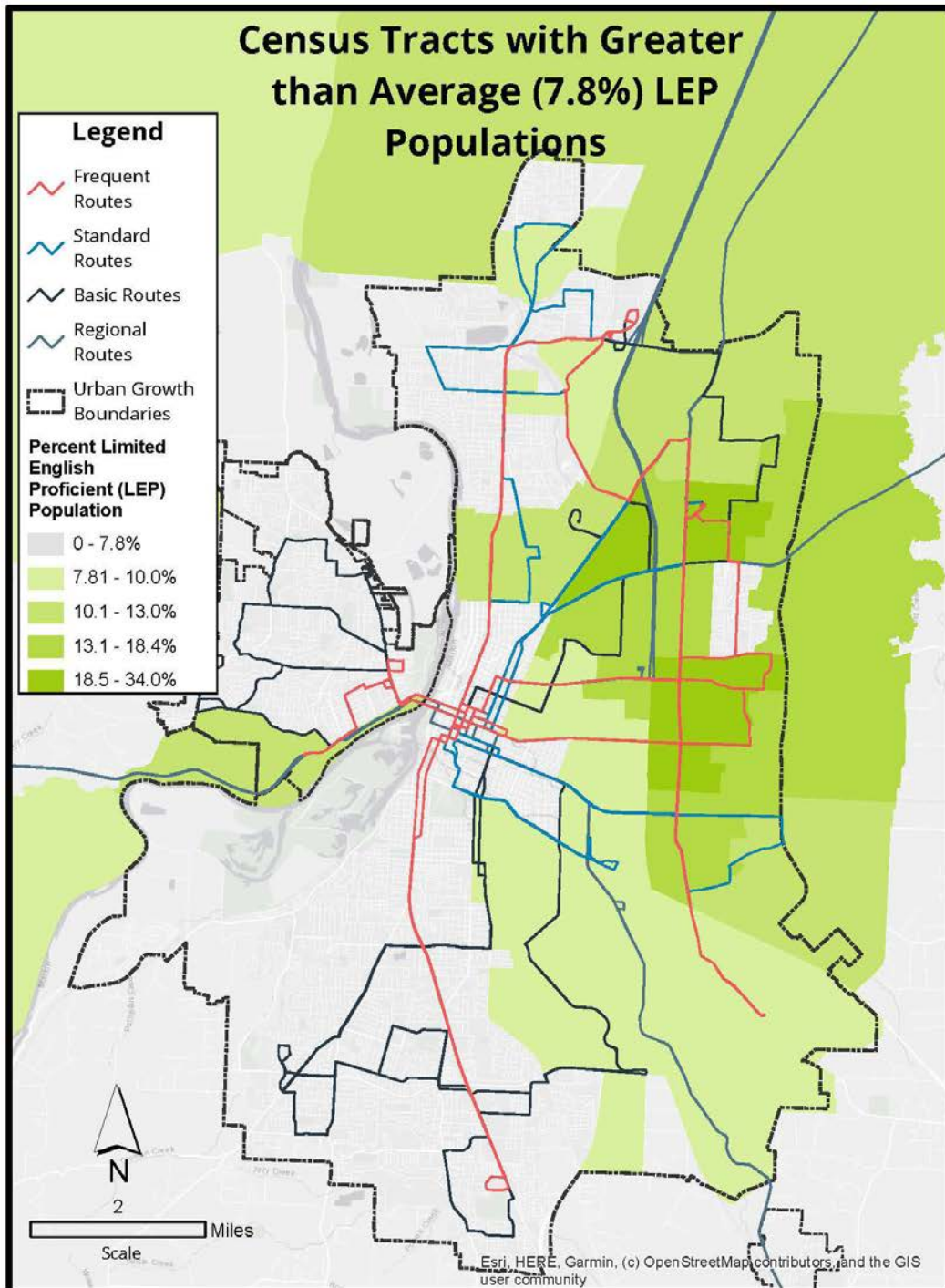
The Title VI Notice to the Public is posted in all three languages in all Cherriots Local, Cherriots Regional, Cherriots Shop and Ride, and Cherriots LIFT vehicles.

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 29,000 people, and the Russian-speaking LEP group is the second largest at around 1,400 people. Other languages make up about 3,400 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 2.** Census tracts near the Salem-Keizer UGB with greater than average Limited English Proficiency (LEP).





While specific areas within the Salem-Keizer UGB 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 2021-2022 school year, 34% of Salem-Keizer School District students are Ever English Learners (EL). In the Woodburn School District, 69% of students are EL. The other significant LEP district in the Cherriots service area is the Central School District in Independence, Oregon. The Central School District reported 29% of its students as EL.

### **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 EL 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 EL 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 the LEP populations in the Cherriots service area are not being underserved. 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 Local, Cherriots Regional, Cherriots LIFT, and Cherriots Shop and Ride) are well-represented in areas of the urban and rural areas where LEP populations live. Service frequencies in these areas are 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 through Customer Service representatives (including over the phone), outlets, and transit operators; currently, SAMTD does not sell passes via the Cherriots.org website or via vending machines
- Selling "Umo" electronic fares at Cherriots Customer Service counter
- Commuter Service
- Complementary paratransit service (Cherriots LIFT)

- Travel Training
- Cherrriots 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 a Mano, The Latino Business Alliance, and KWIP Spanish radio. Online surveys in Spanish have also been used to gather input from the Spanish speaking community in Marion and Polk counties. Even though Russian was identified in 2021 as a common LEP language in the City of Woodburn, not many people are using SAMTD services. Outreach for the Long Range Transit Plan in 2022 included a tabled event at an ethnic grocery store in Woodburn, and staff connected with some Russian speakers, but none of them used transit.

The District will continue 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 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 Local buses, Cherriots LIFT 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:

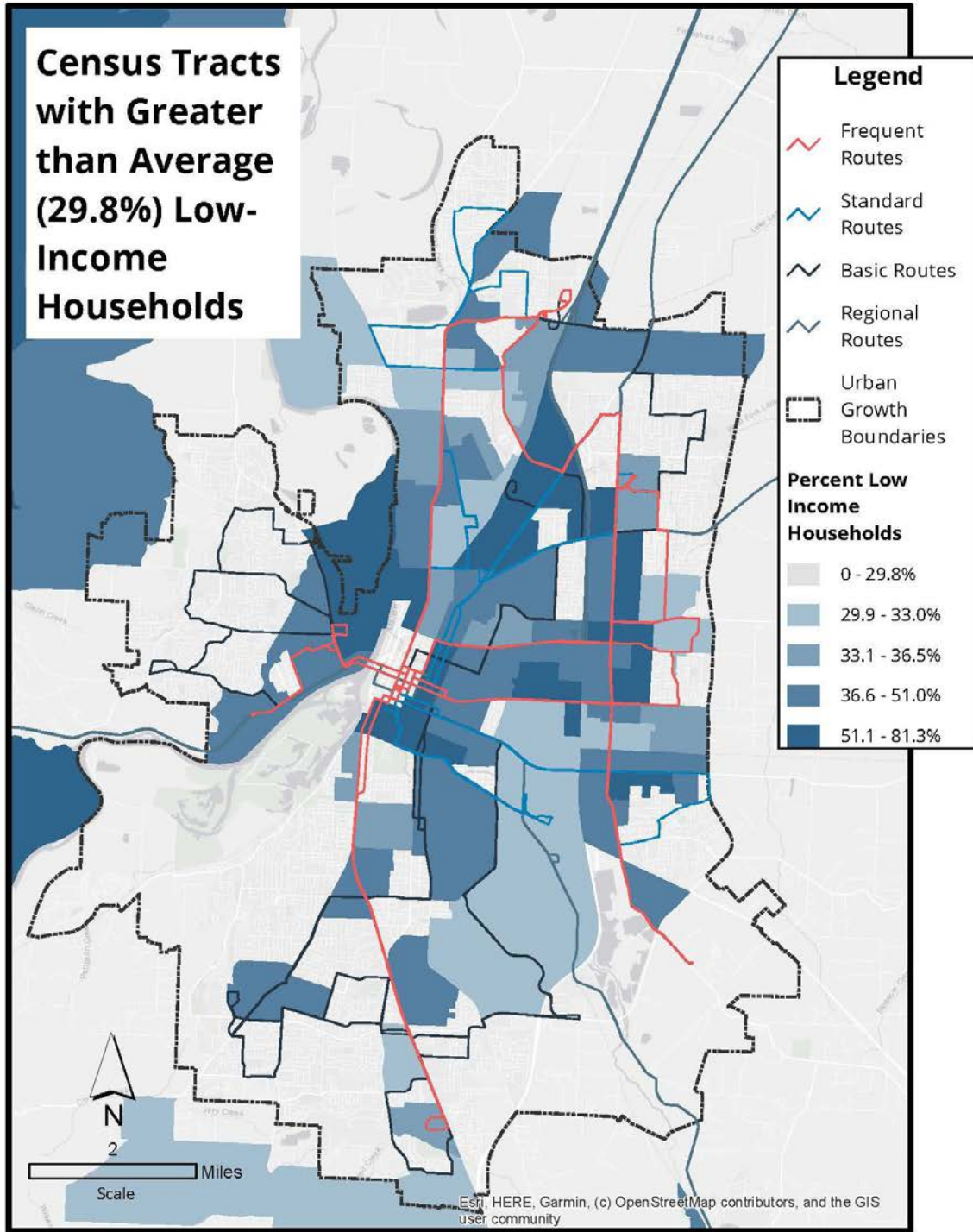
- How do you travel if you have to go somewhere in your area?
- Would you use public transportation if the buses were set up differently?
- If the person answers "yes," to this question, then ask:
  - Which transit systems would you use?
  - How can the people who run that system improve it to make it 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.

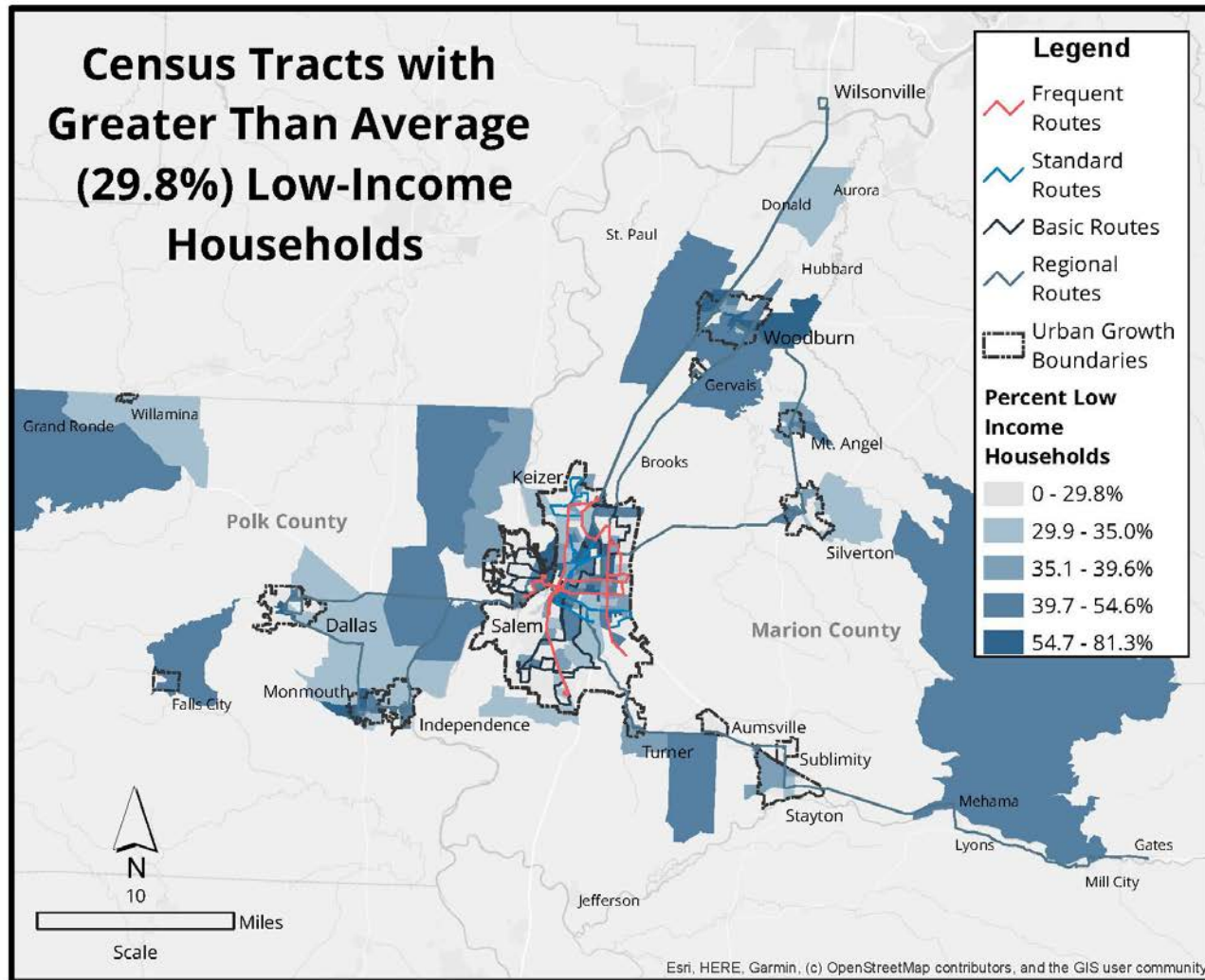
### Factor 3: The nature and importance of the program, activity, or service provided by the program to people's lives

Marion and Polk counties have a high number (29.8%) of overall households that are below 200% 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 available services, 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 200% of the Federal Poverty Level Within the Salem-Keizer UGB (ACS 2017-2021, Table C17002)



**Figure 4.** U.S. Census Block Groups with Greater than Regional Average Percentages of Population Living Below 200% of the Federal Poverty Level in Marion and Polk Counties (ACS 2017-2021, 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 transit 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 transit 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 interpreters 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:

- Social media channels like Facebook, Twitter, and Instagram
- Email alerts and newsletters
- 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.org website



- 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 interpreter 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 for which they would be providing interpretation services.

The current resources utilized include print translation services for English and Spanish, telephone interpretation services for all languages that represent the majority of individuals that speak English "less than very well" or "not at all", and in-person interpretation 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 some Customer Service staff, Marketing staff, and transit operators.

### **Determine what, if any, additional services are needed to provide meaningful access**

While there are adequate resources for interpreting phone conversations, print materials, media releases, and interpreters for public meetings, additional English / Spanish bilingual staff would increase the opportunities for conversations between individuals who speak Spanish more naturally. 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 translation and telephone interpretation 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 I: Policy #710 - Subrecipient monitoring**

The following is a copy of Cherriots Policy #710 – Subrecipient monitoring that is the policy governing the monitoring of SAMTD’s subrecipients’ Title VI programs.

<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 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: 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 3 of 3

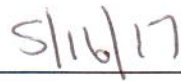
compliance because if the Subrecipient is out of compliance, SAMTD will be out of compliance and therefore ineligible to receive Federal funds. Subrecipients shall be required to submit their Title VI programs to SAMTD every three years or whenever changes or amendments are added by April 30 beginning 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 J: Subrecipients' 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



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**Subject:**

**Procedure No.: 350A**

**Garten Services, Inc. Title VI Civil Rights Statement & Complaint Procedures**

**Date: 09/21/2018**

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### ***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. 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

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. 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

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.org](http://www.garten.org.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)

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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.

## Menu

### Notice of Nondiscrimination and Accessibility

Offering all patients the same access to care.

[Home](#) > [About Your Care](#) > [Patient Rights](#) > Notice of Nondiscrimination  
Patient Rights

[Notice of Nondiscrimination Patient Privacy Genetic Research Medicare and Your Rights Support for Disabled patients Contact Patient Relations Patient Rights](#)

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 the most effective communication with patients.

### Free language services and interpreters

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. We contract 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. The Legacy policy, Interpreters for Hearing Impaired and Non-English Speaking Patients (100-32), defines processes for accessing interpreters.



## Free aids and services to people with disabilities

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 any member of Legacy's workforce.

## Contact Legacy or U.S. Department of Health and Human Services, Office for Civil Rights

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:

**Phone:** 1-800-820-7478

**Online:** <https://www.reportlineweb.com/legacyhealth>

**Email:** [complianceofficer@lhs.org](mailto:complianceofficer@lhs.org)

You can also file a civil rights complaint with the U.S. Department of Health and Human Services, Office for Civil Rights:

**Phone:** 1-800-368-1019, 800-537-7697 (TDD)

**Online:** <https://ocrportal.hhs.gov/ocr/portal/lobby.jsf>

**By mail:**

U.S. Department of Health and Human Services

200 Independence Avenue, SW

Room 509F, HHH Building

Washington, D.C. 20201

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 ከሆነ፣ 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 សេវាជំនួយខាងភាសាភាគតិចត្រូវ 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 می کنید، تسهیلات زبانی بصورت رایگان برای شما فراهم می باشد. با 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

## Download a native language version of the Notice of Nondiscrimination and Accessibility

 English Name	 Translation
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Spanish	Español
Russian	Русский
Vietnamese	tiếng Việt
Arabic	العربية
Chinese	简体中文
Somali	Soomaali
Korean	한국어
Japanese	日本人
Farsi	فارسی
Ukrainian	Українська

Chuukese	Fosun Chuuk
Amharic	አማርኛ
Romanian	Română
Khmer	ភាសាខ្មែរ
Mien	勉方言, ภาษาลัวเมี่ยน

Our mission is good health for our people, our patients, our communities and our world. Above all, we will do the right thing.



**Our Organization**

[Careers](#)[Volunteering](#)[Doing Business With Us](#)

**For Patients**

[Clinical Trials](#)[Financial Assistance](#)[Interpreter Services](#)[Medical Records](#)[Pay a Bill](#)

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## Salem Health Hospitals and Clinics

# Nondiscrimination policy

Salem Health complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability or sex. Salem Health does not exclude people or treat them differently because of race, color, national origin, age, disability or sex.

Salem Health provides:

- Free aid and services to people with disabilities to communicate effectively with us, such as:
  - Qualified sign language interpreters
  - Written information in other formats (large print, audio, accessible electronic formats, other formats)
- Free language services to people whose primary language is not English, such as:
  - Qualified interpreters
  - Information written in other languages

If you need these services, let the hospital staff know.

If you believe that Salem Health has failed to provide these services or discriminated in another way on the basis of race, color, national origin, age, disability or sex, you can file a grievance with:

Sue Xiong, Director IDEAL, Corporate Integrity & Employee Safety/Acting Civil Rights 504 Coordinator  
Salem Health  
PO Box 14001  
Salem, OR, 97309-5014

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> (<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>  
(<http://www.hhs.gov/ocr/office/file/index.html>)



# Language assistance services

Language assistance services (in person, live over the phone, or live video) are available to you free of charge upon request. Please let the hospital staff know you need one for your visit today.

<p><b>Arabic</b> جزائري / دزيري خدمات المساعدة اللغوية (شخصيا، مباشرة عبر الهاتف او عن طريق الفيديو) متوفرة لكم مجانا عند الطلب. الرجاء اعلام طاقم المستشفى بحاجتكم الى مساعد لغوي اثناء زياركم اليوم</p>	<p><b>Cantonese (Chinese Traditional)</b> 广东话 您可以要求提供免費的語言協助服務（當面、實時電話或實時視頻）。請告訴醫院工作人員您在今天的預約需要此服務。</p>
<p><b>Chuukese</b> tʃuːkiːz (<a href="https://en.wikipedia.org/wiki/Help:IPA_for_English">https://en.wikipedia.org/wiki/Help:IPA_for_English</a>) Ika kose sinei kapasen merika tungor epwe wor eman Chon Chiakku epwe fituk me ren omw na apoinmen (are ika ke tongeni angei aninisin awewei me non fon, are ika me non video), ese kamo. Kosemochen tungoren eman chon angangen pioing an epwe kokori eman chon awewei fanitom.</p>	<p><b>French Français</b> L'équipe de Language Assistance Services est disponible pour vous aider gratuitement et à la demande (en personne, au téléphone, ou par vidéo en direct). En cas de besoin pour votre visite d'aujourd'hui, il vous suffit juste de prévenir le personnel de l'hôpital.</p>
<p><b>German Deutsch</b> Auf Wunsch bieten wir Ihnen kostenlose Sprachdienstleistungen (persönlich, live per Telefon oder per Live-Video). Bitte informieren Sie das Krankenhauspersonal, wenn Sie bei Ihrem heutigen Besuch sprachliche Unterstützung benötigen.</p>	<p><b>Hmong Hmoob</b> Muaj Kev Pab Cuam Txhais Lus (ib tus neeg txhais lus, txhais lus hauv xovtooj lossis txhais lus hauv video) rau koj yam tsis tau them nqi raws li thov tuaj. Thov qhia lub tsev khomob cov neeg ua haujlwm paub tias koj xav tau ib tus neeg txhais lus rau koj qhov tuaj ntsib hnuv no.</p>

<p align="center"><b>Japanese 日本語</b></p> <p>(<a href="http://www.omniglot.com/soundfiles/languages/japanese.mp3">http://www.omniglot.com/soundfiles/languages/japanese.mp3</a>)</p> <p>リクエストしていただければ、言語支援サービス(現地スタッフ、電話またはテレビ電話)を無料で提供しています。本日のご訪問にこのサービスを必要とされる場合は、病院の職員にお知らせください。</p>	<p align="center"><b>Korean 韓國語</b></p> <p>언어 보조 서비스 (현지의 통역사, 전화 통역, 또는 실시간 영상 통역)가 요청시 무료로 제공됩니다. 오늘 방문시 통역이 필요하시면 병원 직원에게 알려 주시기 바랍니다.</p>
<p align="center"><b>Mandarin (Chinese Simplified) 普通话</b></p> <p>您可以要求提供免费的语言协助服务（当面、实时电话或实时视频）。请告诉医院工作人员您在今天的预约需要此服务。</p>	<p align="center"><b>Marshallese Kajin Majól</b></p> <p>JIBAN KO IKIJEN KAJIN (ilo likio in armij, ilo telpoon ko ak ilo likio in armij)</p> <p>renaj iwoj nan kwe ilo ejelok onen elane kwonaj kajitok. Jouj im kajitok iben ro you jikin Takto eo elane kwonaj aikuiji juon ilo rainin elane kwonaj lolok ir.</p>
<p align="center"><b>Cambodian (Khmer) ភាសាខ្មែរ</b></p> <p>សេវាកម្មជំនួយផ្នែកភាសា (ដោយទល់មុខគ្នា, ដោយផ្ទាល់តាមទូរស័ព្ទឬដោយផ្ទាល់តាមវីដេអូ) ផ្តល់ជូនដល់អ្នកដោយឥតគិតថ្លៃតាមការស្នើសុំ។ សូមអនុញ្ញាតឱ្យបុគ្គលិកមន្ទីរពេទ្យបានដឹងផង បើអ្នកត្រូវការសេវាកម្មនេះសម្រាប់ការមកជួបរបស់អ្នកនៅថ្ងៃនេះ។</p>	<p align="center"><b>Farsi (Persian) فارسی</b></p> <p>(<a href="http://www.omniglot.com/soundfiles/languages/persian.mp3">http://www.omniglot.com/soundfiles/languages/persian.mp3</a>)</p> <p>خدمات کمک زبانی (حضورى، همزمان تلفنى يا همزمان ويدئوى) به صورت رایگان بنا به درخواستتان به شما ارائه مى‌شود. اگر به این نوع خدمات برای ملاقات امروز خود نیاز دارید، لطفاً به کارکنان بیمارستان اطلاع دهید.</p>
<p align="center"><b>Portuguese Português</b></p> <p>Os Serviços de Assistência de Idiomas (pessoalmente, em tempo real por telefone ou por vídeo) são disponibilizados gratuitamente mediante solicitação. Informe a equipe do hospital se você precisar utilizar esses serviços em sua visita de hoje.</p>	<p align="center"><b>Romanian Român</b></p> <p>Serviciile de asistență lingvistică (în persoană, în direct la telefon sau în direct prin intermediul tehnologiei video) sunt disponibile pentru dumneavoastră în mod gratuit, la cerere. Vă rugăm să informați personalul spitalului în legătură cu necesitatea unui asemenea serviciu pentru vizita dumneavoastră de astăzi.</p>

<p style="text-align: center;"><b>Russian</b> Русский</p> <p>По вашему запросу услуги переводчика (вживую, по телефону или видео) предоставляются бесплатно. Пожалуйста, сообщите персоналу больницы, если вы сегодня нуждаетесь в услугах переводчика.</p>	<p style="text-align: center;"><b>Somali af Soomaali</b></p> <p>Adeegyo Caawimaad Luuqad (kula-jooga, toos ugu jira foonka ama fiidiyow toos ah) waxay diyaar kuugu yihiin lacag la'aan markaa codsatid. Fadlan u sheeg shaqaalaha isbitaalka in aad ugu baahantahay mid booqashadaada maantay.</p>
<p style="text-align: center;"><b>Spanish</b> Español</p> <p>Servicios de asistencia lingüística (en persona, por teléfono o por video) están disponibles para usted sin costo y bajo petición. Por favor informe al personal médico que necesita uno para su visita hoy.</p>	<p style="text-align: center;"><b>Thai</b> ภาษาไทย</p> <p>(<a href="http://www.omniglot.com/soundfiles/languages/thai.mp3">http://www.omniglot.com/soundfiles/languages/thai.mp3</a>)</p> <p>บริการความช่วยเหลือทางภาษา (แบบส่วนตัวทางโทรศัพท์หรือวิดีโอ) มีพร้อมให้คุณใช้บริการได้ฟรีแล้ว โปรดแจ้งให้พนักงานของทางโรงพยาบาลทราบ ว่าคุณประสงค์ที่จะใช้บริการดังกล่าวเมื่อมาโรงพยาบาลในวันนี้</p>
<p style="text-align: center;"><b>Ukrainian</b> Українська</p> <p>По вашому запиту послуги перекладача (наживо, по телефону або відео) надаються безкоштовно. Будь ласка, повідомте персонал лікарні, якщо ви сьогодні маєте потребу в послугах перекладача.</p>	<p style="text-align: center;"><b>Vietnamese</b> tiếng việt</p> <p>(<a href="http://www.omniglot.com/soundfiles/languages/vietnamese.mp3">http://www.omniglot.com/soundfiles/languages/vietnamese.mp3</a>)</p> <p>Dịch Vụ Trợ Giúp Ngôn Ngữ (đích thân có mặt, qua điện thoại, qua video trực tiếp) có sẵn cho quý vị miễn phí theo yêu cầu. Xin vui lòng nói cho các nhân viên của bệnh viện biết quý vị cần một thông dịch viên cho cuộc hẹn của quý vị ngày hôm nay.</p>

### 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



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CITY OF SILVERTON  
306 SOUTH WATER STREET  
SILVERTON, OR 97381  
(503) 874-2207

# Title VI Report

September 2021

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## 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 September 2021, 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 one full-time employee who is 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

# City of Silverton



## Notifying the Public of Rights Under Title VI

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 Human Resources Coordinator at 503-874-2204; email [HR@silverton.or.us](mailto:HR@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 Coordinadora de Recursos Humanos al 503-874-2204; [HR@silverton.or.us](mailto:HR@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
- 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 Human Resources Coordinator investigates complaints received no more than 180 days after the alleged incident. The Coordinator will process all complaints that are submitted.

Once the complaint is received, the Coordinator 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 Coordinator 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 Coordinator 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, at FTA 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 Ciudad de la División de Tránsito 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 ciudad de Silverton Coordinadora de Recursos Humanos investiga las quejas recibidas no más tardar 180 días después del supuesto incidente.

Una vez recibida la queja, el director lo 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. El Coordinadora tiene 21 días para investigar la denuncia. Si se necesita más información para resolver el caso, el Coordinadora podrá ponerse en contacto con el demandante. El demandante tiene 14 días hábiles desde la fecha de la carta a enviar la información solicitada para 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, el Coordinadora puede cerrar administrativamente el caso. Un caso puede ser cerrado administrativamente también si el autor 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 cierre o una carta de la búsqueda (LOF). Una carta de conclusión resume los hechos denunciados, y afirma que no hubo una violación del Título VI, y que el caso se cerrará. Un LOF resume los hechos denunciados y las entrevistas sobre el supuesto incidente, y explica si alguna acción disciplinaria, la formación adicional del miembro del personal, u otra acción ocurrirá. Si el demandante desea apelar la decisión, él / ella tiene 14 días después de la fecha de la carta o el LOF para hacerlo.

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.

# 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 questions, 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, Human Resources Coordinator  
306 South Water Street  
Silverton, OR 97381

Ciudad del Formulario de Queja Silverton Título VI

Sección I:

Nombre: \_\_\_\_\_

Dirección: \_\_\_\_\_

Teléfono (casa): \_\_\_\_\_ Teléfono (Trabajo): \_\_\_\_\_

Dirección de correo electrónico: \_\_\_\_\_

Requisitos de acceso para Formatea (Círculo de cualquier que se requieren):? Large Print, 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

En contrario, sírvase proporcionar el nombre y la relación de 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 State \_\_\_\_\_

\_\_\_ Agencia Estatal \_\_\_\_\_

\_\_\_ Agencia Local \_\_\_\_\_

Sírvanse 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 queja es en contra: \_\_\_\_\_

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, envíe este formulario en persona en la dirección indicada más abajo, o envíe por correo este formulario a:

Ciudad de Silverton, Coordinadora de Recursos Humanos

306 South Water Street

Silverton, OR 97381

## 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 recently formed a Diversity and Inclusion Task Force which has the potential to review and provide input on the Silver Trolley service.

The City sends out the following 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 2020, the City of Silverton has a population of 10,484. The following is 2019 ACS data regarding English proficiency.

Silverton city, Oregon												
	Total		Percent		Percent of specified language speakers							
					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"	
Label	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Population 5 years and over	9,588	±212	(X)	(X)	9,310	±341	97.1%	±2.6	278	±254	2.9%	±2.6
Speak only English	8,246	±598	86.0%	±6.4	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Speak a language other than English	1,342	±621	14.0%	±6.4	1,064	±514	79.3%	±16.0	278	±254	20.7%	±16.0
SPEAK A LANGUAGE OTHER												
Spanish	595	±292	6.2%	±3.0	364	±166	61.2%	±29.3	231	±246	38.8%	±29.3
5 to 17 years old	256	±152	2.7%	±1.6	187	±129	73.0%	±25.7	69	±78	27.0%	±25.7
18 to 64 years old	339	±175	3.5%	±1.8	177	±90	52.2%	±33.0	162	±169	47.8%	±33.0
65 years old and over	0	±19	0.0%	±0.4	0	±19	-	**	0	±19	-	**
Other Indo-European languages	713	±543	7.4%	±5.6	666	±499	93.4%	±3.8	47	±50	6.6%	±3.8
5 to 17 years old	155	±190	1.6%	±2.0	155	±190	100.0%	±20.1	0	±19	0.0%	±20.1
18 to 64 years old	540	±373	5.6%	±3.9	502	±334	93.0%	±6.4	38	±47	7.0%	±6.4
65 years old and over	18	±22	0.2%	±0.2	9	±15	50.0%	±50.0	9	±15	50.0%	±50.0
Asian and Pacific Island languages	34	±36	0.4%	±0.4	34	±36	100.0%	±52.8	0	±19	0.0%	±52.8
5 to 17 years old	0	±19	0.0%	±0.4	0	±19	-	**	0	±19	-	**
18 to 64 years old	34	±36	0.4%	±0.4	34	±36	100.0%	±52.8	0	±19	0.0%	±52.8
65 years old and over	0	±19	0.0%	±0.4	0	±19	-	**	0	±19	-	**
Other languages	0	±19	0.0%	±0.4	0	±19	-	**	0	±19	-	**
5 to 17 years old	0	±19	0.0%	±0.4	0	±19	-	**	0	±19	-	**
18 to 64 years old	0	±19	0.0%	±0.4	0	±19	-	**	0	±19	-	**
65 years old and over	0	±19	0.0%	±0.4	0	±19	-	**	0	±19	-	**
CITIZENS 18 YEARS AND OVER												
All citizens 18 years old and over	7,281	±363	(X)	(X)	7,182	±381	98.6%	±1.2	99	±89	1.4%	±1.2
Speak only English	6,543	±494	89.9%	±5.0	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
Speak a language other than English	738	±361	10.1%	±5.0	639	±307	86.6%	±9.3	99	±89	13.4%	±9.3
Spanish	208	±105	2.9%	±1.4	156	±83	75.0%	±28.7	52	±70	25.0%	±28.7
Other languages	530	±340	7.3%	±4.7	483	±297	91.1%	±5.7	47	±50	8.9%	±5.7



According to ACS data there are 278 residents that speak a language other than English and speak English less than “very well”. There are 231 residents that speak Spanish and speak English less than “very well”. There are 47 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 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	Not Hispanic or Latino	Some Other Race	Native Hawaiian and Pacific Islander	Hispanic or Latino	Black or African American	Asian	American Indian		
Population	8236	604	14	1425	63	70	106	10518	
Pop Percent	78.3%	5.7%	0.1%	13.5%	0.6%	0.7%	1.0%		
Planning Commission	100%	0%	0%	0%	0%	0%	0%		
Historic Landmarks Commission	100%	0%	0%	0%	0%	0%	0%		
Tourism Promotion Committee	100%	0%	0%	0%	0%	0%	0%		
Urban Renewal Agency	100%	0%	0%	0%	0%	0%	0%		
Urban Renewal Advisory Committee	100%	0%	0%	0%	0%	0%	0%		
Budget Committee	100%	0.0%	0%	7%	0%	0%	0%		
Diversity Equity and Inclusion Task Force	66%	0.0%	0%	11%	22%	0%	0%		

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 [Mmolek@silverton.or.us](mailto:Mmolek@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.

COUNCIL BILL NO. 3140

RESOLUTION NO. 2164

A RESOLUTION ADOPTING THE UPDATED WOODBURN TRANSIT SYSTEM TITLE VI PROGRAM

WHEREAS, any entity receiving federal dollars, either directly from the Federal Transit Administration (FTA) or through the Oregon Department of Transportation Rail and Public Transit Division must not discriminate based on factors which include, but are not limited to, race, color, national origin, religion, age, marital status, sexual orientation, gender, or disability status; and

WHEREAS, subject entities are required to adopt and submit a Title VI Program meeting requirements established by the FTA every three years; and

WHEREAS, the City of Woodburn previously adopted a Title VI Program on September 25, 2017; NOW THEREFORE,

THE CITY OF WOODBURN HEREBY RESOLVES AS FOLLOWS:

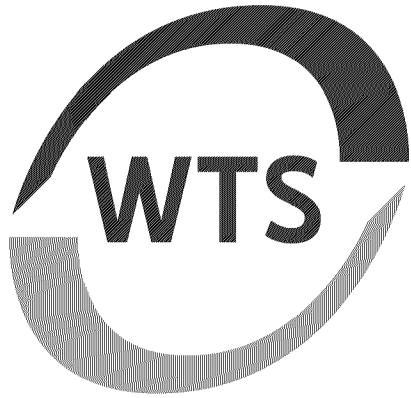
Section 1. The updated Woodburn Transit System Title VI Program, dated November 9, 2020 and attached hereto as Exhibit "A", is hereby adopted.

Approved as to form: N. No AD 11/9/2020  
City Attorney Date

Approved: [Signature]  
Eric Swenson, Mayor

Passed by the Council November 9, 2020  
Submitted to the Mayor November 9, 2020  
Approved by the Mayor November 9, 2020  
Filed in the Office of the Recorder November 9, 2020

ATTEST: [Signature]  
Heather Pierson, City Recorder  
City of Woodburn, Oregon



# WOODBURN Transit System

## Woodburn Transit System Title VI Program November 9, 2020

City of Woodburn  
Woodburn Transit System  
270 Montgomery Street  
Woodburn, Oregon 97071

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## **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  
503-982-5231  
[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**

The City has a contract with the translation service "Language Line" for phone calls taken from LEP individuals.

#### **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 2 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 2018 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 54.4% of the total population 5 and over in Woodburn. The same data shows that 25.1% of the Woodburn population over age 5 speak English less than “very well.” The data indicates the most common language other than English spoken at home for population over 5 is Spanish, with 49%. (Source: 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 2 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 52% 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 October 2020 include:

- If a bilingual 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
Express (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
Express (8 passenger van)	30 min
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)	NO	(+or -) 5 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) 982-5233.

### **Notificación al Público bajo Los Derechos de Título 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 503-982-5233.





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 or email:**

Human Resources Director  
City of Woodburn  
270 Montgomery St  
Woodburn, OR 97071

[hr@ci.woodburn.or.us](mailto:hr@ci.woodburn.or.us)

## **Attachment K: Equity analyses for major service changes and fare changes since June 2020**

The following is a copy of the Title VI equity analyses completed for the fare free operations and removal of Cherrlots Local Route 22, the January 2023 fare change, and the "A Better Cherrlots" major service changes, some of which were implemented during the last three years due to the COVID-19 pandemic.



**To:** Board of Directors

**From:** Ted Stonecliffe, Transit Planner II  
Chris French, Service Planning Manager

**Thru:** Allan Pollock, General Manager

**Date:** April 22, 2021

**Subject:** Acceptance of Title VI equity analyses regarding fare free operations and Route 22 removal

---

## ISSUE

Shall the Board accept the Title VI equity analyses regarding fare free operations and Route 22 removal?

## BACKGROUND AND FINDINGS

The Federal Transit Administration (FTA) released a list of frequently asked questions (FAQ) pertaining to Title VI equity analyses during the pandemic in May, 2020. The following was included in the FAQ:

**R2: Are Title VI equity analyses required for emergency service cuts and changes during COVID-19?**

**A:** No. Under [FTA's Title VI Circular](#) 4702.1B, transit providers that operate 50-or-more fixed route vehicles in peak service and are located in an urbanized area (UZA) with a population of 200,000 or more, must perform a service equity analysis whenever they make a major service change. The service equity analysis evaluates the impacts of the proposed service changes on Title VI-protected populations and low-income populations. Temporary service changes in response to an emergency do not rise to the level of a major service change, so a service equity analysis is not required. **Similarly, FTA exempts all temporary fare changes enacted as a result of an emergency from the fare equity analysis requirement. However, if a transit agency chooses to make permanent any changes made during an emergency, then the transit agency must perform a service or fare equity analysis.**

FTA does expect that all transit agencies take reasonable measures to implement temporary service or fare changes equitably to prevent unintentional discrimination. FTA does not require a transit agency to document this process, get board approval prior to

implementing changes, or share documentation on the changes with FTA, but FTA recommends that transit agencies document the rationale for specific service reductions, as well as steps taken to ensure equitable reductions in service, in the event someone files a complaint.

FTA considers changes to fares permanent if they last six months or more, even during the COVID-19 pandemic. Likewise, service changes that last twelve months or more are considered permanent, and a service equity analysis must be performed. Per the adopted Cherriots Title VI Program in Attachment A, the Cherriots Board of Directors is required to accept any equity analysis related to fare changes and major service changes. Policies 710 and 707 in Attachments B and C, define fare changes and major service changes, respectively.

### **FINANCIAL IMPACT**

There is no financial impact for approving the Title VI equity analyses regarding fare free operations and Route 22 removal.

### **RECOMMENDATION**

Staff recommends that the Board accept the Title VI equity analyses regarding fare free operations and Route 22 removal.

### **PROPOSED MOTION**

**I move that the Board accept the Title VI equity analyses regarding fare free operations and Route 22 removal as shown in Attachment A.**

## **Fare free COVID-19 Operations Title VI Equity Analysis**

### **Background and history**

Due to the coronavirus disease (COVID-19) outbreak, an emergency was declared on March 19, 2020 by General Manager/CEO, Allan Pollock (see Memo #7 below). The first service reductions were made when service was halted on March 30 through April 5, 2020 due to staffing level declines as a result of the COVID-19 disease. A strategy for keeping transit operators and riders safe was developed over the six day closure period, which included:

- Cutting service to Sunday level of service, which meant some routes weren't running, and all others were only operating at hourly headways.
- Boarding passengers through the rear door unless they requested the ADA ramp.
- Fare collection ceased.
- Buses were cleaned after every trip.

### **Fares before the COVID-19 service changes**

The current fare ordinance was adopted on February 28, 2019 by the Cherriots Board of Directors for the June 3, 2019 fare change, which included lower fares for youth (ages 6-17) on Cherriots Local and Cherriots Regional services.

Fare collection ceased due to:

- Declared emergency called for drastic measures to keep operators and riders safe.
- Month and day passes utilize mag-stripe technology, which have to be swiped at the fare box for validation. Fare boxes were made unavailable to most riders since front door boarding would only be allowed for those who requested the ADA ramp.
- Cash was considered a hazard due to the belief of it transferring germs and viruses.
- Closing of public spaces where fares were being sold meant that fare cards were not as available to riders.

### **Plan to resume collection of fares**

As soon as all frontline employees who wish to receive the vaccine do receive it, and provisions for crowd control are implemented in the Customer Service Lobby, then fare collection can resume. Frontline staff includes transit operators, facilities maintenance workers, contracted service employees, and customer service staff.

### **Title VI equity analysis**


Resuming collection of fares does not pose any disparate impacts on ethnic minority groups nor does it place any disproportionate burdens on low-income populations because:

- The decision to halt fare collection was in response to an emergency declared by the General Manager/CEO to preserve the safety of Cherriot's employees and customers.
- Even though fares have not been collected for more than six months, which is the threshold the Federal Transit Administration has to designate the change as "permanent," resuming collection of fares at the levels they were previously simply means the system is going back to its previous normal status quo, and all riders must begin to pay the fares again, not just certain groups.



MEMO

**To:** All Employees  
**From:** Allan Pollock, General Manager  
**Date:** March 19, 2020  
**Subject:** Coronavirus Update #7 Declaration of Emergency



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We continue to take all necessary measures to ensure the health and safety of our employees, our customers, and our community.

Current conditions now warrant Cherriotics to issue a **Declaration of Emergency**.

What does this mean for the District? Simply put, a state of emergency is a situation in which a government is empowered to perform actions or impose policies that it would normally not be permitted to undertake. Earlier this month, the nation, the state, Marion County, and the City of Salem announced emergency declarations.

This crisis has impacted the District's ridership and employees. This emergency will require the District to make changes to current duties and work in order to maintain as much service as possible to the community we serve. Soon, we will need to reduce some service, either due to a federal, state, or local directive, or staffing shortages or lack of riders.

It is essential for management to have the ability to modify Transit Operator and Maintenance work assignments as necessary to continue to provide service to our community.

Thank you for your support during this challenging time. We value our employees, and are especially grateful to those who are on the job, providing direct service to our customers during this critical time.



## **Removal of Cherriots Route 22 Civic Center Loop Title VI Service Equity Analysis**

### **1. Background**

Cherriots launched Route 22 in January 2017 in response to many customer complaints about not having clear destinations of Route 13 buses at the Downtown Transit Center (DTC). People couldn't tell whether the bus was going towards the library to the south or to Chemeketa Community College to the north.

From September 2015 through December 2016, Route 13 served all of the bus stops and path of today's Route 22. It was thought that by connecting the city library with the Chemeketa Community College library in northeast Salem without a transfer, there would be more ridership on this route which wasn't performing well prior to 2015. However, Cherriots Customer Service staff and the bus operators heard many complaints from riders who didn't know which direction the buses were going when leaving the DTC.

Planning staff decided to rebrand the Civic Center loop into a separate route with its own bay at the DTC in order to take care of this issue. This seemed to work well at the time, however there were other operational issues that still exist with Routes 13 and 22 interlined. These issues, such as a very short layover time for the two routes, could be remedied with the elimination of Route 22.

Route 22 travels from the DTC to the Salem Civic Center where City Hall, city offices, and the public library are located. It then makes a loop by traveling on Mission Street to Church Street, where people can access Salem Hospital, which is a quarter mile walk to Building A of the hospital from the bus stop on Church Street at the intersection with Mission Street. There is a low-income housing apartment complex and the SAIF Corporation campus accessed by the bus stop near the intersection of Church and Trade Streets. The bus returns to the DTC to complete the loop.

The primary focus of the route is to provide direct access to the Civic Center, a new ADA-compliant stop just across the street, served by Route 21, which runs every 15 minutes during the hours of operation of the City offices, is now in place. A marked crosswalk with push-button Rectangular Rapid Flashing Beacon lights was installed prior to the bus stop improvements. This makes crossing Commercial Street to the Civic Center safe and possible for all.

A bus stop for the inbound direction is located on Liberty Street, and it is also served by Route 21 every 15 minutes. A protected crosswalk is provided at a traffic signal at Bellevue Street. The other two Route 22 stops are covered by other existing routes, therefore the service is redundant.

The Civic Center stop of Route 22 has been out of service since March 16, 2020 when the library closed the access road to allow for construction-only access. As of March 2021, this access road is still closed. Moreover, the former access road created a difficult maneuver for bus operators who had to look through the opposite side windows of the bus in order to see when merging back into traffic. This unsafe operation would be eliminated with the discontinuation of the route.

The route operates from 5:53 a.m. to 9:05 p.m. and runs at 30-minute headways during all hours. Figure 1 below shows the path, stops, and timepoints of Route 22 service as it operated in January 2020. The service was temporarily removed in mid-March when emergency cuts had to be made due to the COVID-19 conditions.

**Figure 1.** Path, Stops, and Timepoints of Route 22 – Civic Center Loop



## 2. Title VI Requirements

As a recipient of Federal financial assistance, 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 June 25, 2020 Board meeting. The following summarizes these policies, but if further information is needed, the reader is directed to the full 2020 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 hours 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 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 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 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 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 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).

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.

### 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 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 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 service changes had the potential to lead to a disparate impact or disproportionate burden, District staff used the above definitions to analyze the difference between the current service and the planned service.

### 4.1 Major Service Change Test

The removal of Route 22 meets the definition of a major service change because it is a decrease in more than 15 percent of the route miles, frequency, and span of revenue service.

### 4.2 Adverse Effects Test

Based on the adverse effects definition, removing the Civic Center stop does not qualify as an adverse effect due to the fact that there are two comparable stops within a quarter mile of the service. As described in Section 1 above, the replacement bus stops are Commercial @ Bellevue (Stop ID# 1599) and Liberty @ Mill (Stop ID# 1223).

The other two bus stops served by Route 22 are also within a quarter mile of other bus routes and therefore their removal does not pose an adverse effect to the Cherriots bus network. Specifically, these are the Church @ Mission (Stop ID# 1669) and Church @ Trade (Stop ID# 1666) stops, which are replaced by the Winter @ Salem Hospital (Stop IDs# 167 & 1574), Trade @ Church (Stop ID# 1590), and Pringle Parkway @ Church (Stop ID# 1595) stops, respectively. The frequency of bus service at these replacement stops is the same as the Route 22, every 30 minutes.



Therefore, there are no impacts due to the removal of any bus stops or decrease in service because of the redundant nature of the Route 22 service.

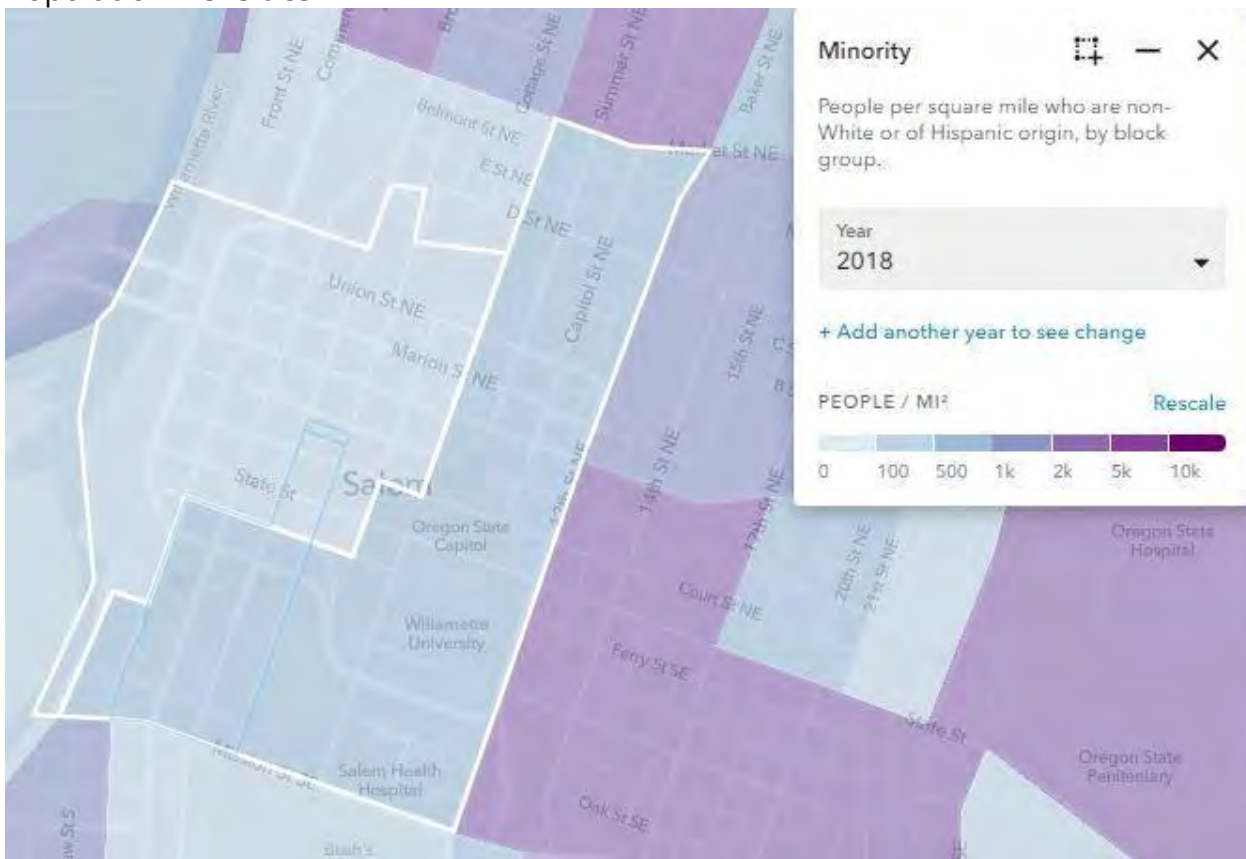
**4.3 Disparate Impact and Disproportionate Burden Test**

Route 22 has stops in two block groups defined by the U.S. Census. Table 1 and Figures 2 and 3 below show the percentages of minority and low-income (defined as 200% of the federal poverty level) populations in each block group and compare them to the overall averages for the SAMTD service area (Marion and Polk counties). Table 1 shows that the total for all Route 22 block groups and the individual block groups where the removed stops are located are not above the service area averages for minority and low-income populations. Therefore, the removal of Route 22 does not have disparate impacts to minorities or disproportionate burdens on low-income populations.

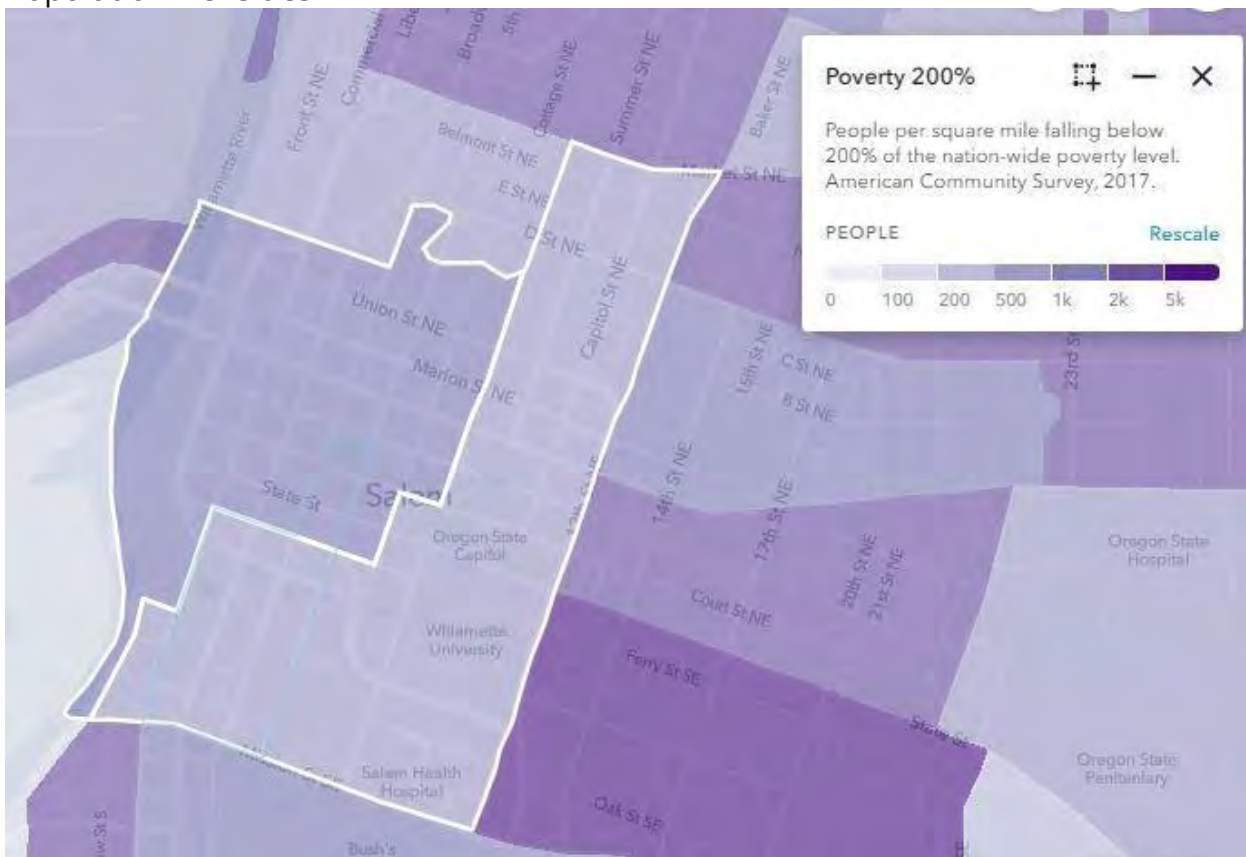
**Table 1.** Proportions of Minority and Low-Income Residents Living in Block Groups in the Route 22 Service Area Compared to SAMTD Service Area Average

Block Group (BG) & Tract (T) Numbers	Minority Population (2018)	Total Pop. (2018)	% Min	200% Fed. Poverty Level	Total Pop.	% Poverty
BG2, T2	173	916	18.9%	236	916	25.8%
BG3, T2	493	1,939	25.4%	72	1,939	3.7%
Route 22 Service Area Total	666	2,855	23.3%	308	2,855	10.8%
SAMTD Service Area (Averages for Marion & Polk Counties)			31.8%			36.9%

**Figure 2.** Route 22 Census Blocks (Census Blocks 2 and 3 in Tract 2) with Minority Population Densities



**Figure 3.** Route 22 Census Blocks (Census Blocks 2 and 3 in Tract 2) with 200% Poverty Population Densities



Figures 4 through 8 below show the locations of the nearest stops on Commercial, Liberty, Trade, and Pringle Parkway Streets, as well as the distance from the existing Route 22 stops (all of which are within 0.25 miles to the nearest replacement stop).

**Figure 4.** Distance from Civic Center bus stop to Commercial @ Bellevue stop (Route 21):  
570 ft = 0.11 miles

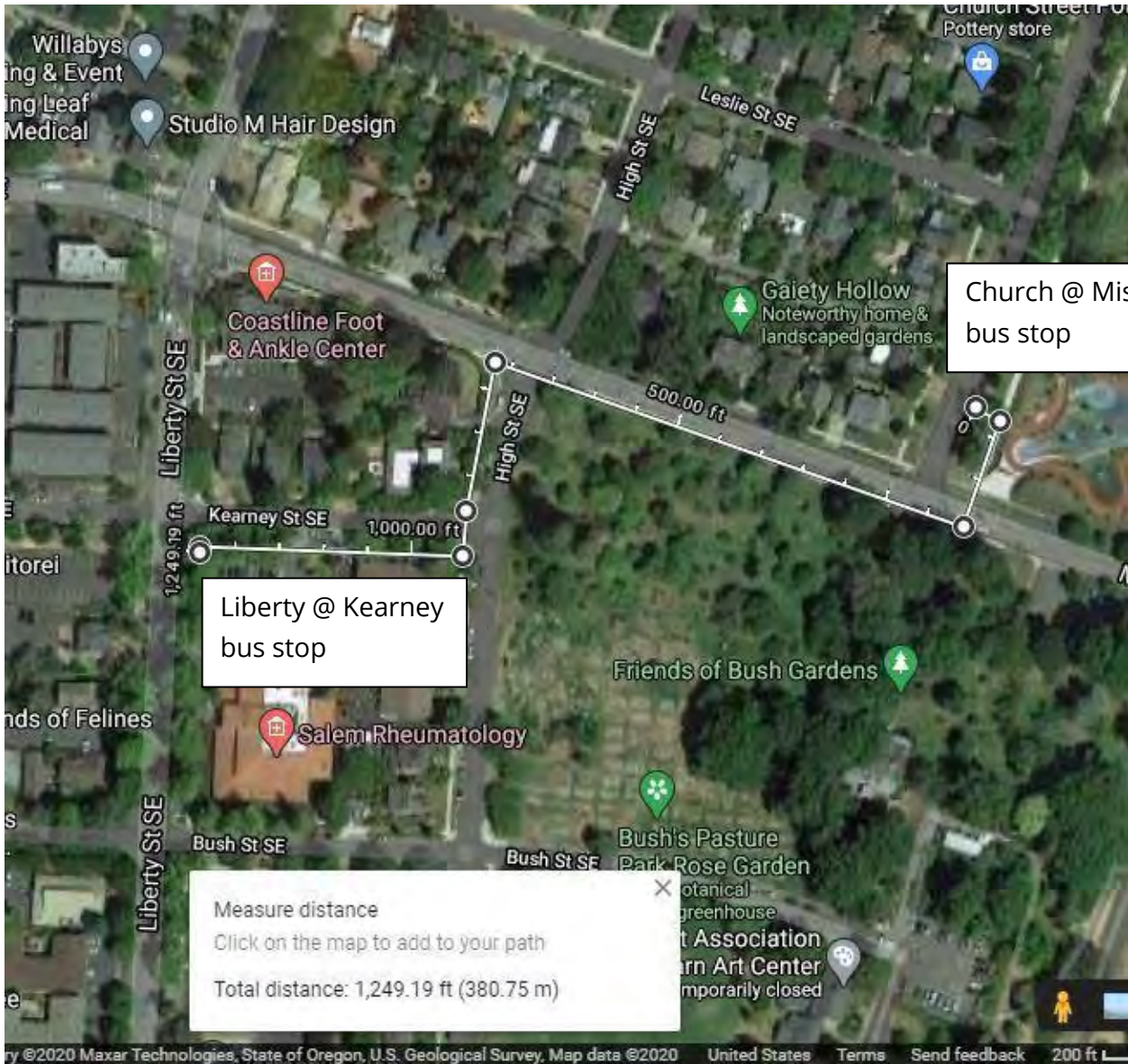




**Figure 5.** Distance from Civic Center bus stop to Liberty @ Mill stop (Route 21):  
786 ft = 0.15 miles



**Figure 6.** Distance from Church @ Mission bus stop to Liberty @ Kearney stop (Route 21):  
1,249 ft = 0.24 miles





**Figure 7.** Distance from Church @ Trade bus stop to Trade @ Church stop (Route 7):  
247 ft = 0.05 miles



**Figure 8.** Distance from Church @ Trade bus stop to Pringle Pkwy @ Church stop (Route 7):  
811 ft = 0.15 miles



#### 4.4 Public Hearing Test

A public hearing would normally be required for this change since this is a Major Service Change that is also a decrease in service. However, all of the stops removed by this change are replaced by other stops that are within 0.25 mile and serviced by routes that have equal or greater frequency in service. Therefore, no public hearing will be necessary for the removal of Route 22.



#### 4.5 Avoidance, Minimization, Mitigation, or Justification of Adverse Effects

By policy, SAMTD must avoid, minimize, mitigate, or justify any adverse effects resulting from any Major Service Change. There are no adverse effects, and therefore there is no need to avoid, minimize, mitigate, or justify them.

#### 5. Summary and Conclusions

The Route 22 service was designed to provide an ADA-compliant bus stop for riders destined for the Civic Center complex, including the public library. There are no adverse effects of removing the service because the analysis above shows that there are replacement bus stops that are all ADA compliant within 0.25 of the removed stops. These replacement stops are served by equal or higher frequency bus routes. Also, the block groups served by these bus stops are not above the averages for minority or low-income populations.

In conclusion, given the available data and established methodology, removing Route 22 and its associated bus stops does not create a disparate impact to minorities or a disproportionate burden on low-income individuals as a result of the removal of Route 22 service.

**Attachment B:** Policy 710: Fare Changes

<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

**Attachment C:** Policy 707: Major Service Changes



<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



**To:** Board of Directors

**From:** Ted Stonecliffe, Transit Planner II, Programs  
Chris French, Service Planning Manager

**Thru:** Allan Pollock, General Manager

**Date:** January 26, 2023

**Subject:** Second Reading of Fare Ordinance 2023-01

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## ISSUE

Shall the Board direct the Second Reading of Ordinance No. 2023-01 by Title and close the Public Hearing that began at the December 15, 2022 Board meeting, taking into account any citizen testimony regarding proposed changes to the fare structure, fare programs, and fare levels as described in proposed Ordinance No. 2023-01 in **Attachment A** pursuant to ORS 198.540 and ORS 267.150?

## BACKGROUND AND FINDINGS

Every two years, an evaluation of the Cherriots fare structure is conducted at the direction of the Board of Directors. The last fare change for the District occurred with the adoption of Ordinance 2019-01 by the Board on February 28, 2019. This prepared the District to begin offering discounted youth fares beginning June 1, 2019. The District hasn't raised fares since January 2015. Fares were removed from all Cherriots services on April 7, 2020 due to the COVID-19 pandemic and the associated emergency declared. Removing fares was necessary to enable rear-door boarding on all Cherriots Local buses and to minimize contact transit operators had with customers. Fares were reinstated on July 6, 2021.

An analysis of fares was postponed in 2021 due to the COVID-19 pandemic. However, now a new ordinance is necessary to make a successful pilot, Youth Zero fare program, permanent and to prepare the District for a new electronic fare payment system. The "Youth Zero" fare program was launched as a zero fare pilot program for all youth riding any Cherriots service beginning on September 4, 2022. It has been a tremendous success with an 89 percent increase in youth riders for the month of October 2022 alone, compared to the same period in 2021.

This program is sponsored by the cities of Salem and Keizer and the Salem-Keizer School District for one year, and will be evaluated at the end of the first year to gather support for continuing this valuable program. Regulations established by the Federal Transit Administration (FTA) only allow “experimental” fare programs to last up to six months. Therefore, the proposed ordinance 2023-01 will extend the Youth Zero program for the subsequent six months and into the future.

Three other changes are proposed with this fare change that include:

- Preparing to launch an electronic fare payment system called “*Umo*.”
- Preparing to lower Cherriots Regional and Route 1X fares to the levels of Cherriots Local service (to occur with the launch of *Umo*).
- Preparing to establish a new universal month pass for Cherriots LIFT customers (also to occur with the launch of *Umo*).

The *Umo* card and associated smartphone application, which are products of Cubic Transportation Systems, will allow riders to pay their fare through a mobile app or a contactless smart card. Riders can manage fares within their *Umo* accounts themselves, by visiting Cherriots Customer Service, or at one of many retail outlets throughout the Cherriots service area. The District heard about the public’s desire for an electronic fare payment system in surveys conducted on-board Cherriots buses in October and November 2021, as well as during the public outreach for the Long Range Transit Plan in 2022. The *Umo* system is being used by many agencies around the country with great success. Three other transit agencies in Oregon that use it are Lane Transit District (Eugene-Springfield), Rogue Valley Transportation District (Medford), and Cascades East Transit (Bend).

Many people find it difficult to pay their fare with cash, and having the e-fare as an option is expected to increase ridership. It is also a very equitable system due to the new way of earning free rides called *fare capping*. Instead of buying a day or month pass, riders will spend stored value in their accounts. When they reach the set value for a day (\$3.20) or month (\$45.00) fare cap, they get the other rides taken that day or month for free. Through this system, people will not have to pay the full amount up front, which is easier on their household budgets. This will be better for low-income families and encourage more people to ride. For unbanked individuals, they can use cash to load stored value on an *Umo* card at a local retailer or Cherriots Customer Service, rather than using a credit card or check, then scan the card when boarding the bus.

The next major change of this proposal is the unification of Cherriots Local, Cherriots Regional, and Route 1X fares. There are many reasons for lowering the regional and Route 1X fares to the level of Cherriots Local fares. First, the public will benefit from a single Cherriots system. It's easier to understand and navigate from the rider's perspective. Second, when riders use stored value on the *Umo* card or in the app to pay their fares, they will be capped for rides on Cherriots Local, Cherriots Regional, and Route 1X at the same rate, thus encouraging more mobility on the entire system. This will help increase ridership system wide and make each system more equitable and inclusive. The fare revenue lost to this action will be backfilled by Statewide Transportation Improvement Fund (STIF) formula grant dollars, which is a sustainable source of funding as long as the economy is strong.

Lowering the Cherriots Regional and Route 1X fares to the same level as Cherriots Local fares will allow someone using the Day Pass to ride the regional buses, as well as the local buses with a single pass. At the adult fare rate, it would cost \$7.75 today for day passes on both Cherriots Regional and Cherriots Local, but with fare unification, a day pass would be only \$3.25. This will make it very easy for someone to ride from Salem to any of the outlying urban and rural communities we serve or vice versa.

The last fare product introduced with this fare change is a new \$90 universal month pass for LIFT customers using the *Umo* system. This will lower the cost for individuals riding LIFT who ride 29 or more times in one month and enable those with conditional eligibility to ride unlimited trips on Cherriots Local, Cherriots Regional, and Route 1X buses, increasing access to these customers. Individual rides on LIFT will remain at \$3.20 due to the high cost of providing this door to door service.

The Cherriots Shop and Ride fares will remain unchanged.

Copies of the proposed fare table are provided in the Ordinance in **Attachment A**. Oregon statutes governing fare changes are provided as a reference in **Attachment B**. A full analysis of the fare change decision-making process is included in the 2022 Fares Analysis Report in **Attachment C**.

A public notice of the fare ordinance proposal as provided in **Attachment D** was published in the Statesman Journal newspaper and in online versions on December 8, 2022; and on the Cherriots website (cherriots.org) in both Spanish and English at the same time. The agenda packet posted on the Cherriots Board of Director's website contains a copy of the public notice. There was also an article in the January issue of Cherriots' e-newsletter, which is distributed to everyone on the Cherriots Marketing email list.

The Board will consider citizen testimony during the Public Hearing and in writing before adopting the new fare ordinance from December 15 until the Second Reading of Ordinance No. 2023-01 at the Public Hearing on January 26, 2023. Written comments may be sent by email to board@cherriots.org and must be received by 12:00 p.m. on January 26, 2023. The proposed changes in the ordinance are proposed to take effect on March 1, 2023.

### **FINANCIAL IMPACT**

The financial impact of implementing a new fare structure has many factors to be considered. By lowering fares, it is expected that ridership will increase 10-20%; mostly on Cherriots Regional and Route 1X. With the introduction of an electronic fare payment system (*Umo*), many people will be able to afford riding transit more than in the past because of the fare capping system. Therefore, an increase of ridership on all services will bring in more revenue. The lost revenue due to the lowering of the Cherriots Regional and Route 1X fares is predicted to be approximately \$90,000 per year, which will be paid by STIF formula grant dollars. One of the purposes of the STIF grant program is to increase access for low-income and other disadvantaged populations throughout the state. The cost of implementing the *Umo* system is accounted for in that project.

### **RECOMMENDATION**

Staff recommends that the Board direct the Second Reading of Ordinance 2023-01 by Title; and consider any received citizen testimony regarding proposed changes to the fare structure, rates, and effective date for transportation services pursuant to ORS 198.540 and ORS 267.150.

### **PROPOSED MOTION**

**I move that the Board direct the Second Reading of Ordinance 2023-01 by Title; and consider any received citizen testimony regarding proposed changes to the fare structure, rates, and effective date for transportation services pursuant to ORS 198.540 and ORS 267.150.**

**This is the Second Reading of Ordinance No. 2023-01 by Title: *“Ordinance No. 2023-01: Repealing Ordinance No. 2019-01 and Establishing SAMTD Fare Categories and Rates; and Establishing an Effective Date”***



**ORDINANCE 2023-01  
REPEALING ORDINANCE NO. 2019-01  
ESTABLISHING SAMTD FARE CATEGORIES, RATES,  
AND ESTABLISHING AN EFFECTIVE DATE**

**WHEREAS**, the Salem Area Mass Transit District (“SAMTD”, herein) has determined that fare categories and rates must be established to enhance operating efficiencies and passenger service;

**WHEREAS**, SAMTD’s goals related to fares focus on using fare structure and policy to:

- Increase ridership
- Improve equitable access to SAMTD’s services
- Facilitate creation of life-long public transportation users
- Encourage choices that promote environmental sustainability
- Balance fare levels to optimize affordability and cost recovery

**WHEREAS**, SAMTD shall consist of, and operate as a single zone for the purpose of determining rates for transportation services provided by or through the District;

**WHEREAS**, the proposed fare rates were presented at a public hearing on December 15, 2022 and a second public hearing on January 26, 2023;

**WHEREAS**, a Title VI fare equity analysis conducted prior to the adoption of this ordinance showed the proposed fare changes to not have any disparate impacts to members of a group identified by race, color or national origin, or disproportionate burdens to low-income populations; and

**WHEREAS**, fare categories, structure and prices for transportation services shall be established by the Board of Directors from time to time by ordinance.

**NOW, THEREFORE, IT IS ORDAINED BY THE SALEM AREA MASS TRANSIT DISTRICT BOARD OF DIRECTORS:**

**THAT**, the Board finds, determines and declares that the adoption of Ordinance 2023-01 is necessary to ensure the continued safe and efficient operations of the District;

**THAT**, the following fare categories, prices and structure are hereby established for transportation service;



**THAT**, the effective date of Ordinance 2023-01 shall be March 1, 2023. Ordinance 2019-01 is repealed and the provisions of any other ordinance heretofore adopted are hereby repealed to the extent that the same are in conflict with the provisions of this ordinance.

<b>FARE CATEGORY</b>	<b>DESCRIPTION</b>
Adult	Passengers who do not fall under any other fare category.
Reduced	Passengers, who qualify as elderly or disabled, according to the criteria of SAMTD policy and procedure.
Youth	Passengers 0 years old up through 18 years of age.
Cherriots LIFT	Passengers who meet the ADA eligibility requirements under CFR 49, Section 37.123, of the Americans with Disabilities Act of 1990.
Employer Pass Program	Passengers using transportation service provided under the employer program offered by, through or on behalf of SAMTD.

**TABLE 1  
Fare Prices and Fare Structure\***

	<b>Current Adult</b>	<b>Proposed Adult</b>	<b>Current Reduced</b>	<b>Proposed Reduced</b>	<b>Current Youth</b>	<b>Proposed Youth</b>
<b>Cherriots Local</b>						
1 ride (cash)	\$1.60	\$1.60	\$0.80	\$0.80	\$0.50	\$0.00
Day pass (cash)	\$3.25	\$3.25	\$1.50	\$1.50	\$1.00	\$0.00
30-day pass	\$45.00	\$45.00	\$22.50	\$22.50	\$10.00	\$0.00
Umo card or smartphone app day fare capping	N/A	\$3.20	N/A	\$1.50	N/A	\$0.00
Umo card or smartphone app month fare capping	N/A	\$45.00	N/A	\$22.50	N/A	\$0.00
Umo card or smartphone app annual pass	\$540	\$540	\$270	\$270	\$120	\$0.00

	<b>Current Adult</b>	<b>Proposed Adult</b>	<b>Current Reduced</b>	<b>Proposed Reduced</b>	<b>Current Youth</b>	<b>Proposed Youth</b>
<b>Cherriots Regional</b>						
1 ride (cash)	\$2.25	\$1.60	\$1.50	\$0.80	\$0.50	\$0.00
Day pass (cash)	\$4.50	\$3.25	\$3.00	\$1.50	\$1.00	\$0.00
Month pass	\$60.00	\$45.00	\$30.00	\$22.50	\$20.00	\$0.00
Umo card or smartphone app day fare capping	N/A	\$3.20	N/A	\$1.50	N/A	\$0.00
Umo card or smartphone app month fare capping	N/A	\$45.00	N/A	\$22.50	N/A	\$0.00

	<b>Current Adult</b>	<b>Proposed Adult</b>	<b>Current Reduced</b>	<b>Proposed Reduced</b>	<b>Current Youth</b>	<b>Proposed Youth</b>
Umo card or smartphone app annual pass	N/A	\$540	N/A	\$270	N/A	\$0.00

**Cherriots Shop and Ride**

1 ride shopper shuttle	N/A	N/A	\$1.25	\$1.25	N/A	N/A
1 ride dial-a-ride	N/A	N/A	\$3.20	\$3.20	N/A	N/A
Ticket book (10 tickets) shopper shuttle	N/A	N/A	\$12.50	\$12.50	N/A	N/A

**Cherriots LIFT**

Single fare	N/A	N/A	\$3.20	\$3.20	N/A	N/A
Universal LIFT month pass	N/A	N/A	N/A	\$90.00	N/A	N/A

**Cherriots Route 1X - Wilsonville/Salem Express**

1 ride (cash)	\$3.00	\$1.60	\$1.50	\$0.80	\$0.50	\$0.00
Day pass (cash)	N/A	\$3.25	N/A	\$1.50	N/A	\$0.00
Universal month pass	\$85.00	N/A	\$42.50	N/A	\$42.50	N/A
30-day pass	N/A	\$45.00	N/A	\$22.50	N/A	\$0.00
Umo card or smartphone app day fare capping	N/A	\$3.20	N/A	\$1.50	N/A	\$0.00
Umo card or smartphone app month fare capping	N/A	\$45.00	N/A	\$22.50	N/A	\$0.00
Umo card or smartphone app annual pass	N/A	\$540	N/A	\$270	N/A	\$0.00

\* Proposed changes effective March 1, 2023

Fare Capping

The District may provide riders using stored value on a Umo card to purchase their fares the ability to accumulate stored value on a calendar day and calendar month basis. By accumulating stored value, riders will be charged only up to the eligible rate for qualifying fare types and not more. For example, once a rider has paid total fares equal to the cost of a day or monthly fare capping amount, no more fare is required to ride for the duration of that day or calendar month. Monthly fare capping only applies to fares paid beginning the first day of each month. When accessing stored value on a Umo mobile application or smartcard:



- Fares shall accumulate on a calendar day basis up to the eligible day fare capping rate.
- Fares shall accumulate on a calendar month basis up to the eligible month fare capping rate.
- Rides taken after reaching the maximum fare for the calendar period shall be free for the remainder of that calendar period.

### 30-Day Passes

30-Day passes are available either as a swipe card or via the Umo electronic fare card or smartphone application. These passes are valid on all Cherriots Local, Cherriots Regional, and Route 1X buses.

### Month Passes

Month passes are available as a flash pass. These are valid for the calendar month printed on the pass on all Cherriots Local, Cherriots Regional, and Route 1X buses.

### Universal LIFT Month Passes

Universal LIFT month passes are available to LIFT customers who would like to ride on Cherriots LIFT, Cherriots Local, Cherriots Regional, and/or Route 1X buses and utilize the Umo electronic fare card or smartphone application. Unlimited rides are granted for the month in which the pass is first used.

### Day Passes

Day passes are available to purchase on the bus with cash or via the Umo electronic fare card or smartphone application. These passes are valid on all Cherriots Local, Cherriots Regional, and Route 1X buses.

## **EMPLOYER PASS PROGRAM**

- The Employer Pass Program is available to companies, organizations, and government agencies with 10 or more employees
- The monthly rate for the Employer Pass Program is calculated by multiplying the total number of employees by the qualifying rate. The monthly rate qualifies all employees for a monthly pass:
  - The qualifying rate for for-profit companies is \$4.80 per employee.
  - The qualifying rate for non-profits, state, and federal governments is \$5.60 per employee.

**SALEM AREA MASS TRANSIT DISTRICT**

**ATTEST:**

\_\_\_\_\_  
Ian Davidson, Board President

\_\_\_\_\_  
Kirra Pressey Recording Secretary

**First Reading:**      December 15, 2022

**Second Reading:**      January 26, 2023

**Adoption:**      January 26, 2023

**Effective Date:**      March 1, 2023

**APPROVED AS TO FORM**

\_\_\_\_\_  
Sara Sayles, District Legal Counsel



**ORS § 267.320<sup>1</sup> - User Charges, Fees and Tolls**

- Persons over 65

(1) Except as otherwise provided in this section, to carry out the powers granted by ORS [267.010 \(Definitions for ORS 267.010 to 267.390\)](#) to [267.390 \(Acceptance of funds from United States\)](#), the district board may by ordinance impose and may collect user charges, fees and tolls from those who are served by or use the transit system and other facilities and services of the district.

(2) The district shall not charge a person over 65 years of age a fee of more than 50 percent of the regular fee for transportation provided by the district. The maximum fee established by this subsection does not apply on any weekday, Monday through Friday, between the hours of 5 a.m. and 9 a.m. or between the hours of 3 p.m. and 7 p.m. [1969 c.643 §26; 1973 c.474 §1; 1975 c.124 §1; 1975 c.169 §1; 1981 c.634 §1; 2003 c.14 §131]

**ORS § 198.540<sup>1</sup> - Notice Prior to Adoption of Ordinance Affecting Regulation**

(1) Except in an emergency, an ordinance adopting, amending or repealing a regulation shall not be considered or voted upon by a district board unless the ordinance is included in the published agenda of the meeting. The agenda of a meeting shall state the time, date and place of the meeting, give a brief description of the ordinances to be considered at the meeting and state that copies of the ordinances are available at the office of the district board.

(2) The presiding officer shall cause the agenda to be published not more than 10 days nor less than four days before the meeting, in one or more newspapers of general circulation within the district or, if there is no such newspaper, in a newspaper of general circulation in each county in which the district is located. The presiding officer may also cause the agenda:

- (a) To be posted in three public places within the district at least 10 days before the meeting; or
- (b) To be published by radio and television stations broadcasting in the district as provided by ORS [193.310 \(Definitions for ORS 193.310 to 193.360\)](#) and [193.320 \(Radio and television broadcasts as supplement to newspaper publication\)](#). [1971 c.268 §4]

## **ORS § 267.150<sup>1</sup> - Ordinances**

- Regulating Use of Facilities
- Public Hearings
- Route, Schedule Changes

(1) The legislative authority of a district board shall be exercised by ordinance.

(2) The board may enact police ordinances relating to the protection, use and enjoyment of district property and facilities. A district may appoint peace officers who shall have the same authority as other peace officers, except that such authority shall be limited to the enforcement of police ordinances of the district and the enforcement, for purposes relating to the protection, use and enjoyment of district property and facilities, of state and local laws.

(3) The board may, by ordinance, provide a procedure for the conduct of public hearings on proposed changes in transit routes and schedules. The board may delegate to the general manager or other administrative officer the authority to conduct such hearings.

(4) An ordinance shall not be required for a mass transit district to adopt temporary or experimental changes in routes and schedules. [1969 c.643 §17; 1973 c.116 §2; 1975 c.392 §1]



**2022**

*FARES ANALYSIS REPORT*

*DECEMBER 2022*

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## 1.0 Introduction and background

Every two years, an evaluation of the Cherriots fare structure is conducted at the direction of the Board of Directors. The last fare change for the District occurred in 2019 with the adoption of Ordinance 2019-01 by the Board on February 28, 2019. This prepared the District to begin offering discounted youth fares beginning June 1, 2019.

## 2.0 Proposal for March 2023 fare change

The Salem Area Mass Transit District hasn't raised fares since January 2015. An analysis of fares was postponed in 2021 due to the COVID-19 pandemic. However, now a new ordinance is necessary to make a successful pilot youth fare program permanent and to prepare the District for a new electronic fare payment system.

### 2.1 Youth Zero pass

The "Youth Zero" fare program was launched as a zero fare pilot program for all youth riding any Cherriots service beginning on September 4, 2022, and it has been a tremendous success with an 89 percent increase in youth riders for the month of October 2022 alone, compared to the same period in 2021.

This program is sponsored by the cities of Salem and Keizer and the Salem-Keizer school district, Salem-Keizer Public Schools, for one year and will be evaluated at the end of the first year to gather support for continuing this valuable program. Regulations established by the Federal Transit Administration (FTA) only allow "experimental" fare programs to last up to six months. Therefore, the proposed ordinance 2023-01 will extend the Youth Zero program for the subsequent six months and into the future.

### 2.2 Other proposed changes

Three other big changes are proposed with this fare change:

- Launching of an electronic fare payment system called "Umo."
- Lowering of Cherriots Regional and Route 1X fares to the levels of Cherriots Local service.
- Establishing a new universal month pass for Cherriots LIFT customers.

### 2.3 Electronic fare payment system

The Umo card and associated smartphone application, which are products of Cubic Transportation Systems, will allow riders to pay their fare through a mobile app or a contactless smart card. Riders can manage fares within their Umo accounts themselves, by visiting Cherriots Customer Service, or at one of many retail outlets throughout the Cherriots service area. Cherriots heard about the public's desire for an



electronic fare payment system in surveys conducted on-board Cherriots buses in October and November 2021 as well as during the public outreach for the Long Range Transit Plan in 2022. The Umo system is being used by many agencies around the country with great success. Three other transit agencies in Oregon that use it are Lane Transit District (Eugene-Springfield), Rogue Valley Transportation District (Medford), and Cascades East Transit (Bend).

Many people find it difficult to pay their fare with cash, and having the e-fare as an option is expected to increase ridership. It is also a very equitable system due to the new way of earning free rides called fare capping. Instead of buying a day or month pass, riders will spend stored value in their accounts. When they reach the set value for a day or month fare cap, they get the other rides taken that day or month for free. Through this system, people will not have to pay the full amount up front, which is easier on their household budgets. This will be better for low-income families and encourage more people to ride. For unbanked individuals, they can use cash to load stored value on a Umo card at a local retailer or Cherriots Customer Service, rather than using a credit card or check, then scan the card when boarding the bus.

## ***2.4 Lowering Cherriots Regional and Route 1X fares***

The next major change of this proposal is the unification of Cherriots Local, Cherriots Regional, and Route 1X fares. There are many reasons for lowering the regional and Route 1X fares to the level of Cherriots Local fares. First, the public will benefit from a single Cherriots system. It's easier to understand and navigate from the rider's perspective. Second, when riders use stored value on the Umo card or in the app to pay their fares, they will be capped for rides on Cherriots Local, Cherriots Regional, and Route 1X at the same rate, thus encouraging more mobility on the entire system. This will help increase ridership system wide and make each system more equitable and inclusive. The fare revenue lost to this action will be backfilled by Statewide Transportation Improvement Fund (STIF) formula grant dollars, which is a sustainable source of funding as long as the economy is strong.

Lowering the Cherriots Regional and Route 1X fares to the same level as Cherriots Local fares will allow someone using the Day Pass product to ride the regional buses as well as the local buses with a single pass. At the adult fare rate, it would cost \$7.75 today for day passes on both Cherriots Regional and Cherriots Local, but with fare unification, a day pass would be only \$3.25. This will make it very easy for someone to ride from Salem to any of the outlying urban and rural communities we serve or vice versa.



## 2.5 Universal LIFT month pass

The last new fare product introduced with this fare change is a new \$90 universal month pass for LIFT customers using the Umo system. This will lower the cost for individuals riding LIFT who ride 29 or more times in one month and enable those with conditional eligibility to ride unlimited trips on Cherriots Local, Cherriots Regional, and Route 1X buses, increasing access to these customers. Individual rides on LIFT will remain at \$3.20 due to the high cost of providing this door to door service.

## 2.6 Cherriots Shop and Ride fares

The Cherriots Shop and Ride fares will remain unchanged.

The current and proposed fare rates are shown in Table 1 below. A financial impact analysis is provided in Appendix B.

**Table 1. Fare Prices and Fare Structure\***

	Current Adult	Proposed Adult	Current Reduced	Proposed Reduced	Current Youth	Proposed Youth
<b>Cherriots Local</b>						
1 ride (cash)	\$1.60	\$1.60	\$0.80	\$0.80	\$0.50	\$0.00
Day pass (cash)	\$3.25	\$3.25	\$1.50	\$1.50	\$1.00	\$0.00
30-day pass	\$45.00	\$45.00	\$22.50	\$22.50	\$10.00	\$0.00
Umo card or smartphone app day fare capping	N/A	\$3.20	N/A	\$1.50	N/A	\$0.00
Umo card or smartphone app month fare capping	N/A	\$45.00	N/A	\$22.50	N/A	\$0.00
Umo card or smartphone app annual pass	\$540	\$540	\$270	\$270	\$120	\$0.00

**Table 1 (continued). Fare Prices and Fare Structure**

	Current Adult	Proposed Adult	Current Reduced	Proposed Reduced	Current Youth	Proposed Youth
<b>Cherriots Regional</b>						
1 ride (cash)	\$2.25	\$1.60	\$1.50	\$0.80	\$0.50	\$0.00
Day pass (cash)	\$4.50	\$3.25	\$3.00	\$1.50	\$1.00	\$0.00
Month pass	\$60.00	\$45.00	\$30.00	\$22.50	\$20.00	\$0.00
Umo card or smartphone app day fare capping	N/A	\$3.20	N/A	\$1.50	N/A	\$0.00
Umo card or smartphone app month fare capping	N/A	\$45.00	N/A	\$22.50	N/A	\$0.00
Umo card or smartphone app annual pass	N/A	\$540	N/A	\$270	N/A	\$0.00
<b>Cherriots Shop and Ride</b>						
1 ride shopper shuttle	N/A	N/A	\$1.25	\$1.25	N/A	N/A
1 ride dial-a-ride	N/A	N/A	\$3.20	\$3.20	N/A	N/A
Ticket book (10 tickets) shopper shuttle	N/A	N/A	\$12.50	\$12.50	N/A	N/A
<b>Cherriots LIFT</b>						
Single fare	N/A	N/A	\$3.20	\$3.20	N/A	N/A
Universal LIFT month pass	N/A	N/A	N/A	\$90.00	N/A	N/A
<b>Cherriots Route 1X – Wilsonville/Salem Express</b>						
1 ride (cash)	\$3.00	\$1.60	\$1.50	\$0.80	\$0.50	\$0.00
Day pass (cash)	N/A	\$3.25	N/A	\$1.50	N/A	\$0.00
Universal month pass	\$85.00	N/A	\$42.50	N/A	\$42.50	N/A
30-day pass	N/A	\$45.00	N/A	\$22.50	N/A	\$0.00
Umo card or smartphone app day fare capping	N/A	\$3.20	N/A	\$1.50	N/A	\$0.00
Umo card or smartphone app month fare capping	N/A	\$45.00	N/A	\$22.50	N/A	\$0.00
Umo card or smartphone app annual pass	N/A	\$540	N/A	\$270	N/A	\$0.00

\* Proposed changes effective March 1, 2023

### 3.0 Title VI 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, many riders will benefit from these changes. And with the implementation of an electronic fare payment system that includes fare capping, everyone who uses the Umo system will benefit. Fare capping allows people to pay as they go rather than asking for a large lump sum up front. This is easier on the budgets of low-income households that struggle to make ends meet on a daily basis.

The fare equity analysis showed that there would only be disparate impacts to minorities and disproportionate burdens for low income individuals if fares were increased on some fare categories, but this proposal keeps fares the same for most riders, reduces fares for others, and offers a universal month pass for LIFT for the first time, which makes that service more affordable even with the high cost of operating the service. The demographics of the Cherriots Regional and Route 1X buses have changed after the COVID-19 pandemic due to the fact that State employees are teleworking most days and are driving to work other days. The Route 1X riders are now primarily low-income and minority riders who have no other option than public transit. The decrease of the Cherriots Regional and 1X fares will open up access to more people in low-income households, which is a benefit to the minorities and low-income individuals living throughout the Cherriots service area. Therefore, there are no disparate impacts or disproportionate burdens found in this analysis.

## List of appendices:

Appendix A. History of Cherriots fares

Appendix B. Financial impact 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.

Cherriots Local fares were increased to \$1.60 for the adult one-ride fare with Ordinance 14-02 adopted by the Board on September 25, 2014.

The last fare change for the District occurred in 2019 with the adoption of Ordinance 2019-01 by the Board on February 28, 2019. This prepared the District to begin offering discounted youth fares beginning June 1, 2019. Youth fares were reduced to \$0.50 per ride and \$10/month with this change.

All fares were removed from all Cherriots services on April 7, 2020 due to the COVID-19 pandemic and the associated emergency declared. Removing fares was necessary to enable rear-door boarding on all Cherriots Local buses and minimize contact operators had with customers. Fares were reinstated on July 6, 2021.

# Appendix B. Financial impact analysis

## 2A. Financial Impact

		FISCAL YEAR 2019			PROPOSAL				CHANGE BY FUND						Contracted Regional Fund				
		Rate	Expected Revenue	Actual FY19 Revenue	Proposed Rate	% Change	Projected Revenue Change	Projected Fare Revenue	General Fund						Contracted Regional Fund				
								FY19	Projected Change	Projected FY23 Fare Revenue	Expected HB2017 Reimbursement	Expected City & School Dist. Reimbursement	Projected Total FY23 Revenue	FY19	Projected Change	Projected FY23 Fare Revenue	Expected HB2017 Reimbursement	Projected Total FY23 Revenue	
<b>CHERRIOTS LOCAL</b>																			
One-ride	Full	\$1.60	\$165,813	\$154,637	\$1.60	0.0%	\$0	\$154,637	\$154,637	\$0	\$154,637	\$0		\$154,637					
	Reduced	\$0.80	\$20,938	\$18,459	\$0.80	0.0%	\$0	\$18,459	\$18,459	\$0	\$18,459	\$0		\$18,459					
	Youth	\$0.50	\$26,251	\$26,052	\$0.00	-100.0%	-\$26,052	\$0	\$26,052	(\$26,052)	\$0	\$0	\$39,909.53	\$39,910					
Day pass	Full	\$3.25	\$443,060	\$443,060	\$3.25	0.0%	\$0	\$443,060	\$443,060	\$0	\$443,060	\$0		\$443,060					
	Reduced	\$1.50	\$177,470	\$177,470	\$1.50	0.0%	\$0	\$177,470	\$177,470	\$0	\$177,470	\$0		\$177,470					
	Youth	\$1.00	\$120,682	\$120,682	\$0.00	-100.0%	-\$120,682	\$0	\$120,682	(\$120,682)	\$0	\$0	\$184,874.92	\$184,875					
30-day pass	Full	\$45.00	\$363,870	\$363,870	\$45.00	0.0%	\$0	\$363,870	\$363,870	\$0	\$363,870	\$0		\$363,870					
	Reduced	\$22.50	\$209,070	\$209,070	\$22.50	0.0%	\$0	\$209,070	\$209,070	\$0	\$209,070	\$0		\$209,070					
	Youth	\$10.00	\$31,470	\$31,470	\$0.00	-100.0%	-\$31,470	\$0	\$31,470	(\$31,470)	\$0	\$0	\$48,209.46	\$48,209					
Annual pass	Full	\$540	\$23,220	\$1,720	\$540	0.0%	\$0	\$1,720	\$1,720	\$0	\$1,720	\$0		\$1,720					
	Reduced	\$270	\$43,740	\$4,860	\$270	0.0%	\$0	\$4,860	\$4,860	\$0	\$4,860	\$0		\$4,860					
	Youth	\$120	\$1,320	\$43,740	\$0	-100.0%	-\$43,740	\$0	\$43,740	(\$43,740)	\$0	\$0	\$67,006.09	\$67,006					
<b>Total</b>								<b>\$1,595,089</b>	<b>(\$221,944)</b>	<b>\$1,373,145</b>	<b>\$0</b>	<b>\$340,000</b>	<b>\$1,713,145</b>						
<b>CHERRIOTS REGIONAL (including Route 1X)</b>																			
One-ride	Full	\$2.25	\$23,538	\$97,325	\$1.60	-28.9%	-\$28,116	\$69,209						\$97,325	(\$28,116)	\$69,209	\$22,492.89	\$91,702	
	Reduced	\$1.50	\$15,012	\$51,157	\$0.80	-46.7%	-\$23,873	\$27,284						\$51,157	(\$23,873)	\$27,284	\$19,098.61	\$46,382	
	Youth	\$1.00	\$6,059	\$9,222	\$0.00	-100.0%	-\$9,222	\$0						\$9,222	(\$9,222)	\$0	\$0	\$0	
Day pass	Full	\$4.50	\$6,125	\$23,774	\$3.50	-22.2%	-\$23,774	\$0						\$23,774	(\$23,774)	\$0	\$19,019.20	\$19,019	
	Reduced	\$3.00	\$8,064	\$8,064	\$1.50	-50.0%	-\$8,064	\$0						\$8,064	(\$8,064)	\$0	\$6,451.20	\$6,451	
	Youth	\$2.00	\$1,812	\$1,812	\$0.00	-100.0%	-\$1,812	\$0						\$1,812	(\$1,812)	\$0	\$0	\$0	
Month pass	Full	\$60	\$73,521	\$79,766	\$45.00	-25.0%	-\$19,942	\$59,825						\$79,766	(\$19,942)	\$59,825	\$15,953.20	\$75,778	
	Reduced	\$30	\$35,340	\$35,341	\$22.50	-25.0%	-\$8,835	\$26,506						\$35,341	(\$8,835)	\$26,506	\$7,068.20	\$33,574	
	Youth	\$20	\$6,390	\$6,391	\$0.00	-100.0%	-\$6,391	\$0						\$6,391	(\$6,391)	\$0	\$0	\$0	
<b>Total</b>								<b>\$312,852</b>	<b>(\$130,029)</b>	<b>\$182,823</b>	<b>\$90,083</b>	<b>\$272,906</b>							
<b>CHERRIOTS LIFT</b>																			
One-ride	Full	\$3.20	\$178,759	\$178,758	\$1.60	-50.0%	-\$166,371	\$12,387	\$178,758	(\$166,371)	\$12,387	\$0		\$12,387					

Month pass	Full	N/A	\$0	\$0	\$90.00	N/A	\$56,160	\$56,160	\$0	\$56,160	\$56,160	\$113,563		\$169,723					
									<b>Total</b>	<b>\$178,758</b>	<b>(\$110,211)</b>	<b>\$68,547</b>	<b>\$113,563</b>	<b>\$0</b>	<b>\$182,110</b>				
<b>CHERRIOTS SHOP AND RIDE DAR</b>																			
One-ride	Full	\$3.20	\$9,548	\$9,548	\$3.20	0.0%	\$0	\$9,548											
10-ride	Full	\$32.00	\$2,592	\$2,592	\$32.00	0.0%	\$0	\$2,592											
<b>CHERRIOTS SHOP AND RIDE SS</b>																			
One-ride	Full	\$1.25	N/A	N/A	N/A	N/A	N/A	N/A											
10-ride	Full	\$12.50	N/A	N/A	N/A	N/A	N/A	N/A											
<b>TOTAL</b>			<b>\$1,993,664</b>	<b>\$2,098,839</b>															
<b>NET CHANGE</b>																			
									\$1,773,847	-\$332,155	\$1,441,692	\$113,563	\$340,000	\$1,895,255	\$312,852	-\$130,029	\$182,823	\$90,083	\$272,906
														\$121,408					-\$39,946




**NOTICE OF ORDINANCE ADOPTION**

**NOTICE IS HEREBY GIVEN** by the Salem Area Mass Transit District (SAMTD) Board of Directors, that the Board will consider public comment regarding the adoption of Ordinance 2023-01 to establish Fare Categories, Rates and Methods of Distribution to impose fares or other user fees for transportation services provided by SAMTD pursuant to ORS 198.540 and ORS 267.150. Ordinance 2023-01 will repeal Ordinance 2019-01 adopted on February 28, 2019. The first reading of Ordinance 2023-01 takes place at the Board of Directors meeting on Thursday, December 15, 2022. The second reading of the ordinance will take place at the Thursday, January 26, 2023 Board meeting. Both meetings begin at 6:30 p.m. at Courthouse Square in the Senator Hearing Room (first floor), 555 Court St NE, Salem, OR 97301. If adopted, Ordinance 2023-01 will take effect on March 1, 2023.

Copies of Ordinance 2023-01 may be obtained at the SAMTD administration office, 555 Court St NE, Suite 5230, Salem, OR 97301 between 8:00 a.m. and 5:00 p.m. Monday through Friday or from the Cherriots website at [www.cherriots.org](http://www.cherriots.org). Written comments regarding the proposed ordinance will be accepted until 12:00 p.m., January 26, 2023 and can be emailed to [board@cherriots.org](mailto:board@cherriots.org), or mailed to the attention of the SAMTD Board of Directors. Please include your name and address for the record. Contact Person: Kirra Pressey, Executive Assistant, phone 503-588-2424.



(Spanish version)

## **AVISO DE ADOPCIÓN DE ORDENANZA**

**POR MEDIO DE LO PRESENTE SE DA AVISO** a través de la Junta de Directores de Salem Area Mass Transit District (SAMTD), que la Junta considerará los comentarios del público con respecto a la adopción de la Ordenanza 2023-01 para establecer categorías de tarifas, tarifas y métodos de distribución para imponer tarifas y otros cobros al usuario para los servicios de transporte proporcionados por SAMTD de conformidad con ORS 198.540 y ORS 267.150. La ordenanza 2023-01 anulará la Ordenanza 2019-01 aprobada el 28 de febrero de 2019. La primera lectura de la Ordenanza 2023-01 tendrá lugar en la reunión de la Junta Directiva el jueves, 15 de diciembre de 2022. La segunda lectura de la Ordenanza tendrá lugar en la Reunión del Consejo del jueves, 26 de enero de 2023. Ambas reuniones comienzan a las 6:30 p.m. en Courthouse Square, en la Sala de Audiencias del Senador (primer piso), 555 Court St NE, Salem, OR 97301. Si se adopta, la Ordenanza 2023-01 entrará en vigencia el 1 de marzo de 2023.

Se pueden obtener copias de la Ordenanza 2023-01 en la oficina de administración de SAMTD, 555 Court St NE, Suite 5230, Salem, OR 97301 de lunes a viernes entre las 8:00 a.m. y las 5:00 p.m. o desde el sitio web de Cherriots en [www.cherriots.org](http://www.cherriots.org). Se aceptarán los comentarios por escrito con respecto a la Ordenanza propuesta hasta las 12:00 p.m. del 26 de enero de 2023 y se pueden enviar por correo electrónico a [board@cherriots.org](mailto:board@cherriots.org), o enviar por correo dirigido a la Junta Directiva de SAMTD. Incluya su nombre y dirección para el registro. Persona de contacto: Kirra Pressey, Asistente Ejecutiva, teléfono 503-588-2424.





## BOARD MEETING MEMO

Agenda Item H.2

**To:** Board of Directors

**From:** Chris French, Senior Planner  
Stephen Dickey, Director of Transportation Development

**Thru:** Allan Pollock, General Manager

**Date:** May 24, 2018

**Subject:** APPROVAL OF 2018 SERVICE CHANGE AND ACCEPT TITLE VI ANALYSIS

---

### ISSUE

Shall the Board approve the September 2018 service change (Attachment A) and accept the Title VI analysis in (Attachment B)?

### BACKGROUND AND FINDINGS

As part of the project **A Better Cherriots**, staff have been developing a service proposal for 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. 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.

### FINANCIAL IMPACT

This plan has an increase in daily Revenue Hours of 13.1 and 135.6 Revenue Miles for an annualized increase of \$332,728.40.

## **RECOMMENDATION**

Staff recommends the Board approve the September 2018 service changes and accept the Title VI analysis.

## **PROPOSED MOTION**

**I move that the Board approve the September 2018 service changes and accept the Title VI analysis.**



# 2018 SERVICE PLAN

## *PHASE I OF A BETTER CHERRIOTS*

MAY 24, 2018



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  - 2.2 Route 6 reroute ..... 3
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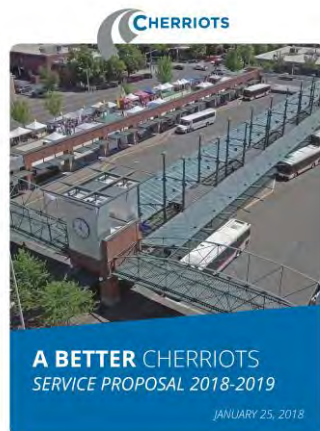
# 1. Introduction

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 that 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.

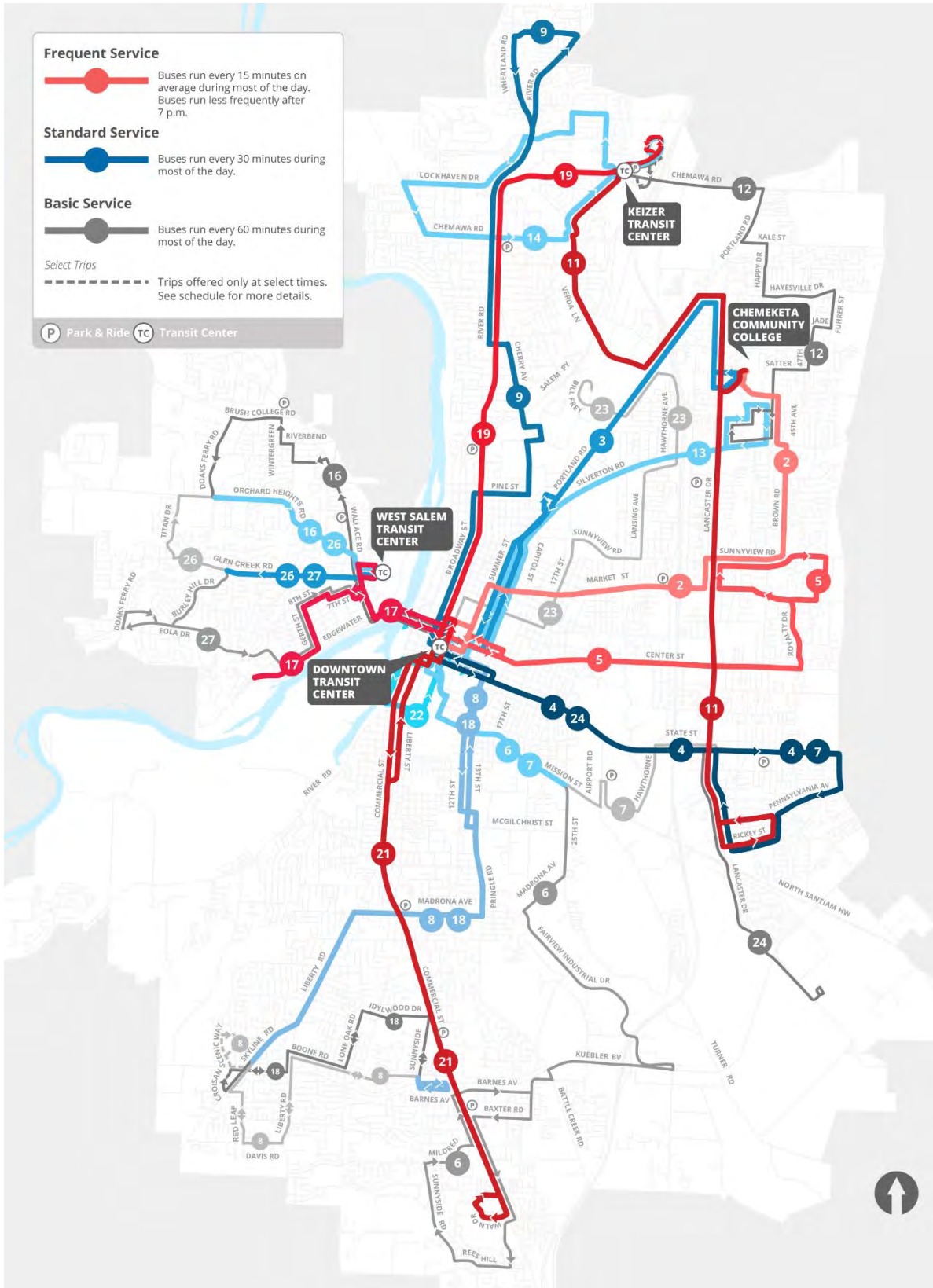
### ***3.2.3 Route 7 reroute to Fairview Industrial Drive***

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***

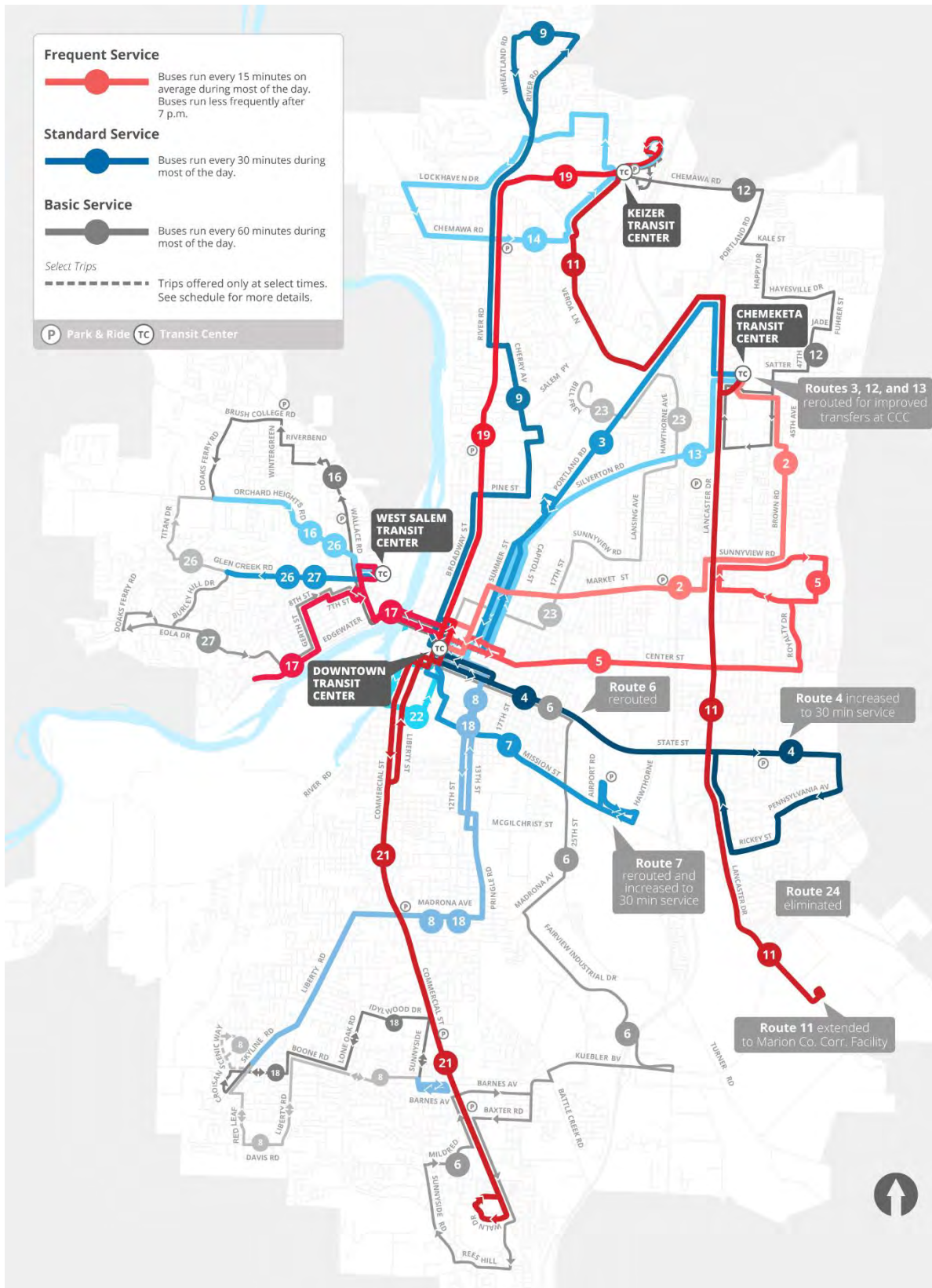
Since the new Route 7 will provide 30-minute service on Mission, Route 6 will be rerouted onto State Street and 25<sup>th</sup> Street to speed up service and provide more coverage.

**Figure 3-1.** Current routes and frequencies

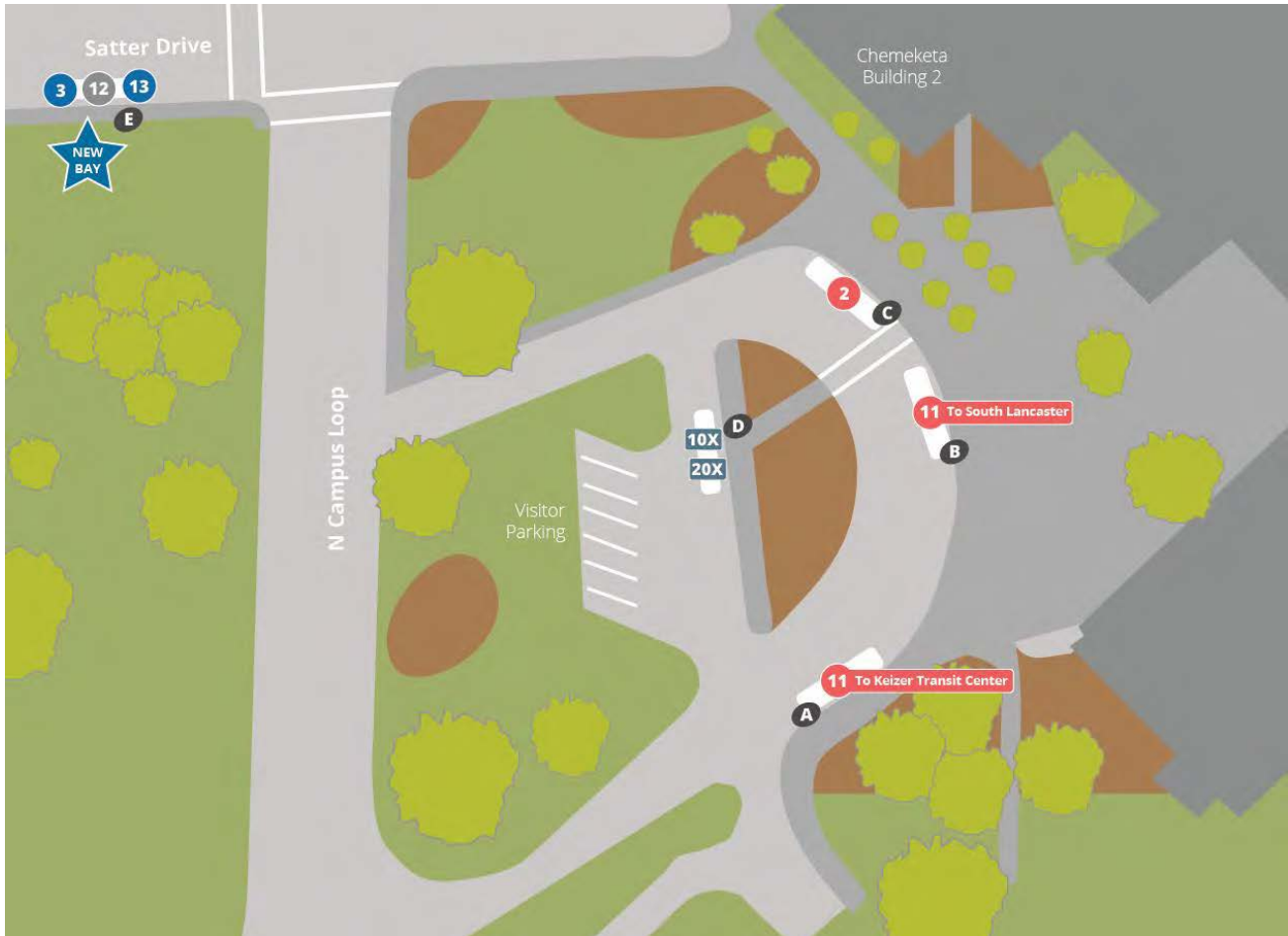




**Figure 3-2. September 2018 routes and frequencies**



**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

	CURRENT			SEPTEMBER 2018		
	Frequency	Route Miles	Rev. Hrs.	Frequency	Route Miles	Rev. Hrs.
<b>Route 3</b>	30 min 6a-9p	352.7	30.0	30 min 6a-9p	352.7	30.0
<b>Route 4</b>	60 min 6a-9p	152.1	15.4	30 min 6a-9p	307.1	31.0
<b>Route 6</b>	60 min 6a-9p	340.5	22.6	60 min 6a-9p	340.5	22.6
<b>Route 7</b>	60 min 6a-9p	205.0	15.5	30 min 6a-9p	203.2	19.2
<b>Route 11</b>	15 min 6a-7p 30 min 7-9p	1,209.3	93.8	15 min 6a-7p 30 min 7-9p	1,373.8	102.9
<b>Route 12</b>	60 min 6a-9p	190.9	14.8	60 min 6a-9p	196.8	14.8
<b>Route 13</b>	30 min 6a-9p	290.8	19.3	30 min 6a-9p	280.3	19.3
<b>Route 24</b>	60 min 6a-9p	177.6	15.3	No Service	0.0	0.0
<b>TOTAL</b>	N/A	2,918.9	226.7	N/A	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. Cherrriots therefore finds no disparate impacts or disproportionate burdens associated with this service plan.

To see the full equity analysis, see **Attachment A**.

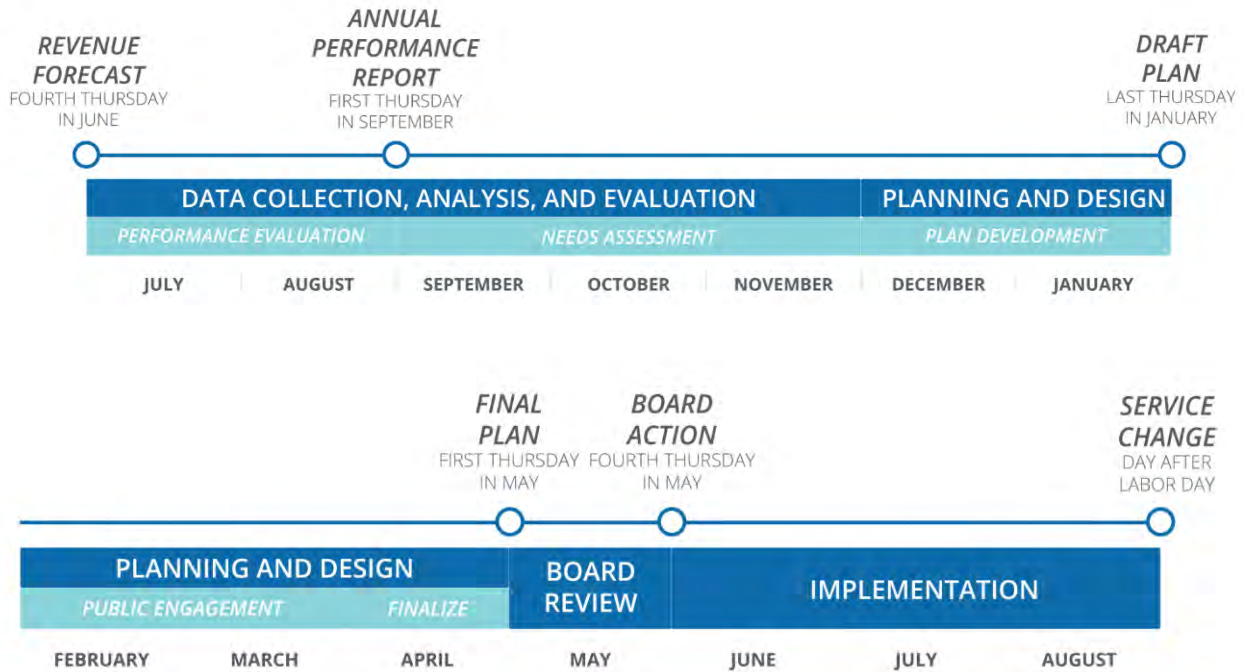




## 5. Next steps

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



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# 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.

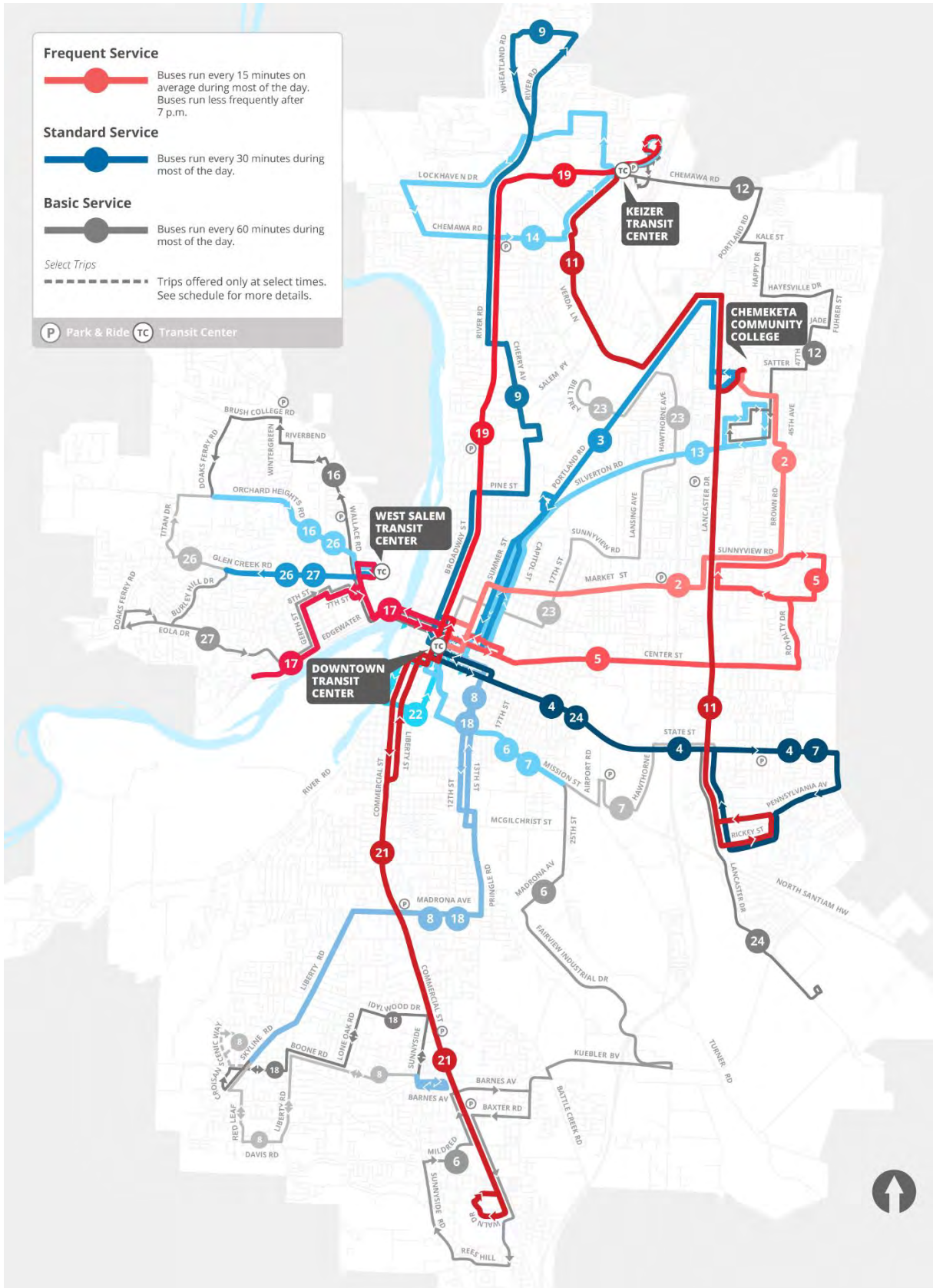
## 4. Equity analysis

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.

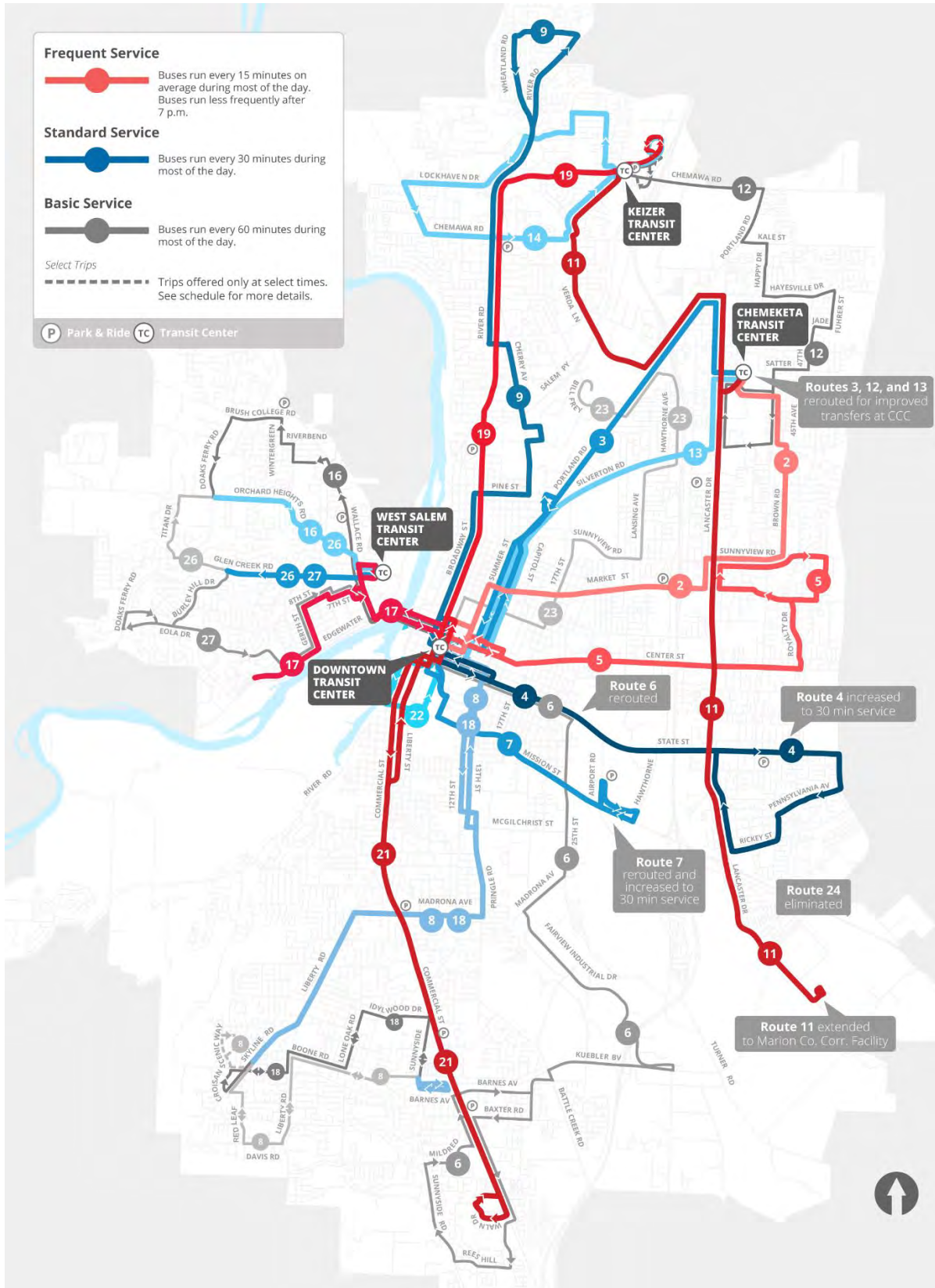
Figure 4-1 shows the route paths and frequencies for the current service. Figure 4-2 shows the route paths and frequencies of the planned service for September 2018, including annotations noting how service will change from today.

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**

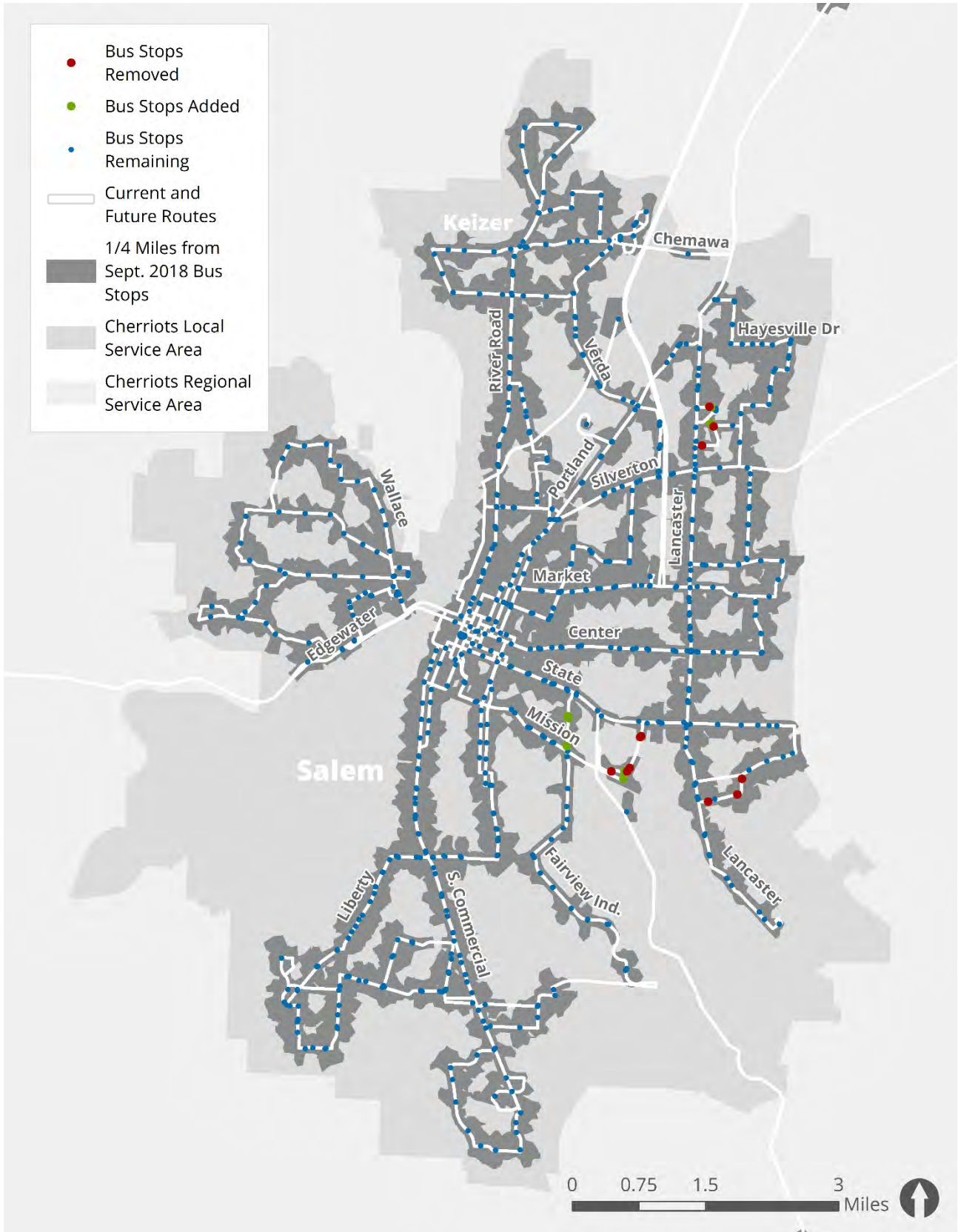


**Figure 4-2.** Planned levels of service for September 2018, with changes annotated





**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>	<b>+100%</b>	0%	+4%	<b>Yes</b>
<b>Route 6-16</b>	0%	<b>21%</b>	0%	<b>Yes</b>
<b>Route 7</b>	<b>+100%</b>	<b>50%</b>	0%	<b>Yes</b>
<b>Route 11</b>	0%	<b>18%</b>	+1%	<b>Yes</b>
<b>Route 12</b>	0%	4%	0%	No
<b>Route 13-22</b>	0%	<b>15%</b>	0%	<b>Yes</b>
<b>Route 24</b>	<b>-100%</b>	<b>100%</b>	<b>-100%</b>	<b>Yes</b>

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 Cherrlots 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.

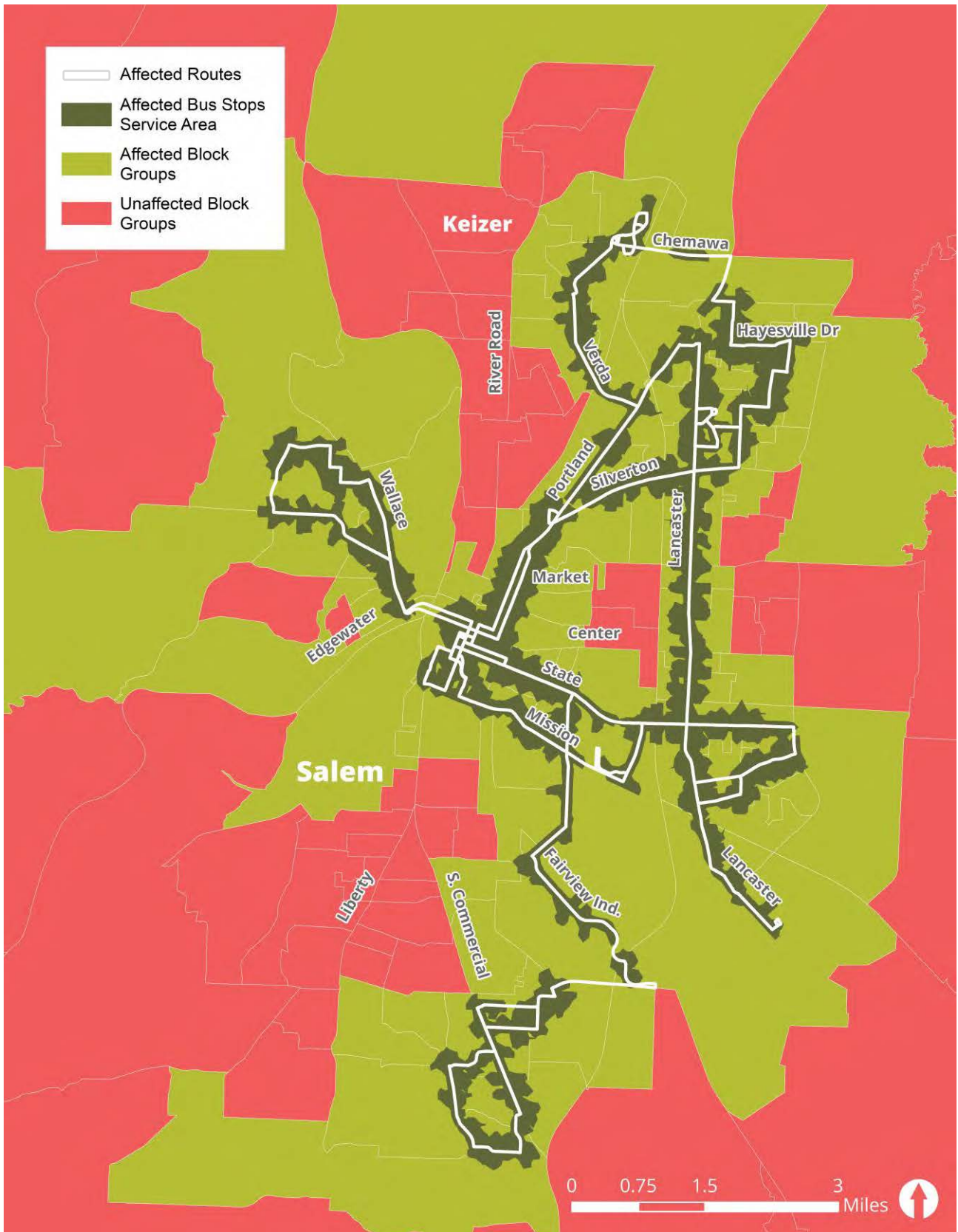
In Figure 4-4, affected routes are in white and the service area (quarter mile walk distance) from their bus stops is in dark green. All block groups overlapping the routes' service areas are highlighted in bright green. Block groups not affected are in red. Note that there are more unaffected block 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 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>
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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.



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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>
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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:</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 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: 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 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).



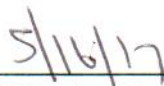
<b>Policy:</b> Systemwide Service Policies		<b>Number:</b> 706
Adopted by General Manager under a Delegation of Authority by the Board of Directors in Resolution #01-16, dated October 25, 2001.	Effective date: 05/16/17	Page 4 of 4

**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>
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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>
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- 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>
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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:

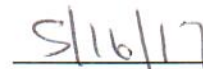
- a. Alter the service proposal to avoid, minimize, or mitigate potential disparate impacts, or;
- b. Provide a substantial legitimate justification for keeping the proposal as-is, and show that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish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



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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
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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

  
\_\_\_\_\_  
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:

  
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 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

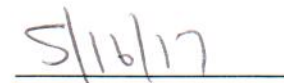
**D. Avoid, Minimize, Mitigate, or Justify**

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:

  
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General Manager

  
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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.

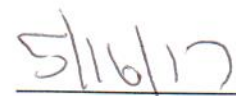
**D. Avoid, Minimize, Mitigate, or Justify**

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

  
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 Effective Date

## **Attachment M: 2021 on-board survey report**

The following is a copy of the report completed after the on-board survey completed in October, 2021.



# 2021 RIDER SURVEY

**ZILO**  
INTERNATIONAL GROUP

STRATEGIC CONSULTING

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## EXECUTIVE SUMMARY

Cherriots is a public transportation agency providing bus service to a more than 76 square mile area in Salem, Keizer, and the mid-Willamette Valley. As such, the results of this bus passenger survey reflect the efforts made by Cherriots staff to survey riders from across this region. The survey was originally scheduled to be conducted in the spring of 2020, but was postponed to the fall of 2021 due to the COVID-19 pandemic.

Personnel from Zilo International Group, LLC. (Zilo) conducted this survey by handing out paper surveys onboard all bus routes and at transit centers. The survey asked questions about riders' origins and destinations as well as rider demographics including questions on family income, number of members in household, employment status, and general information about the individual. This survey will be used to gather data and assist in long-range planning, modeling and forecasting, Title VI planning, as well as inform state and federal grant applications. The paper survey was offered in English and Spanish. We collected a total of 1,116 surveys aboard 27 regional and local routes. Please see Appendix A and B for additional tables and copies of the survey. The survey commenced on October 25, 2021 and concluded on November 3, 2021. Due to the impacts of the pandemic, several routes had reduced trips and/or very few riders. Therefore, Zilo staff had a difficult time finding enough riders on some routes who wanted to take the survey. If riders declined to take the survey, Zilo staff were trained to say thank you and approach other riders.

The friendly and excited demeanor of Zilo's surveyors motivated many riders to complete the survey. All surveyors wore blue Zilo shirts to be easily identified and were trained to be courteous and professional at all times and to understand the importance of accurate data in achieving the objectives of the survey. The survey was 25 questions and the average time to complete it was five to ten minutes.

Overall, the survey was a success and we found that respondents were satisfied with the bus service. Throughout our engagement, we received continuous feedback on how important and necessary the bus service is to these riders. It was our privilege to assist Cherriots on this project and we hope to partner with them again and provide even more value in the future. We learned a great deal from the process and the unique characteristics of Cherriots. If you have any questions, please do not hesitate to contact me.

Sincerely,  
Milena Zilo



**Founder and Chief Executive Officer**  
**Zilo International Group, LLC**  
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## KEY TAKEAWAYS

- Surveys were collected from a wide range of Cherriots Local bus routes. Due to the complexity of collecting surveys on the Cherriots Regional routes and the fact that ridership is so low during the pandemic, only 5% of the surveys represent regional riders.
- Out of 998 responses, 64% of the survey takers said they ride the bus more than four days a week. Only 11% said they ride less than once a week.
- 72% of the survey takers said they did not have a valid driver license, and 84% did not have a vehicle available to them.
- The surveys were collected from a wide cross-section of riders with a good representation across all ages, ethnicities, genders, and income levels.
- When asked about how Cherriots could better serve them, many respondents said that they would like to see additional bus services and frequency.

# QUESTION 1

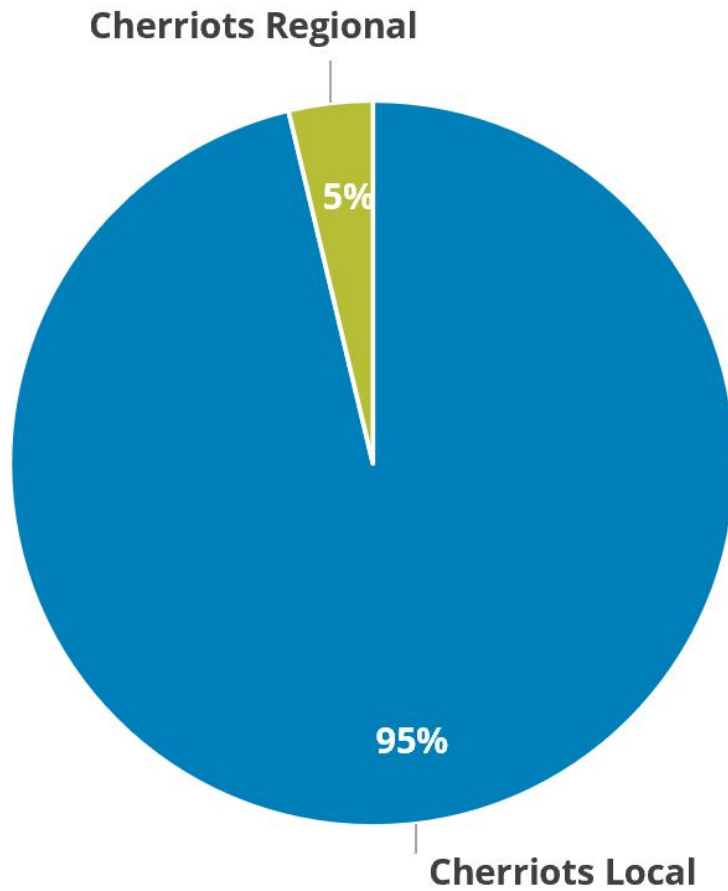
Please provide either your home address or the city and cross streets nearest your home.

Answers to this question were grouped by zip code. The majority of people who took the survey live in Salem and Keizer. Less than 5% reside outside those zip codes.

Responses		
Salem	97301	334
Salem	97305	140
Salem	97302	135
Keizer	97303	95
Salem	97304	79
Salem	97306	74
Salem	97317	35
Monmouth	97361	20
Aumsville	97325	5
Independence	97351	3
Sublimity	97385	3
Albany	97321	2
Silverton	97381	2
Gervais	97026	1
Woodburn	97071	1
McMinnville	97128	1
Salem	97307	1
Salem	97309	1
Corvallis	97330	1
Dallas	97338	1
Falls City	97344	1
Stayton	97383	1
Salem	97393	1
Kerby	97531	1
<b>Total</b>		<b>938</b>

## QUESTION 2

What bus route are you riding now?  
( Please check one and indicate the route number where available)



Responses	
Cherriots Local	1055
Cherriots Regional	41
<b>Total</b>	<b>1096</b>

95% of respondents were riding Cherriots Local.



## QUESTION 2

**What bus route are you riding now?**

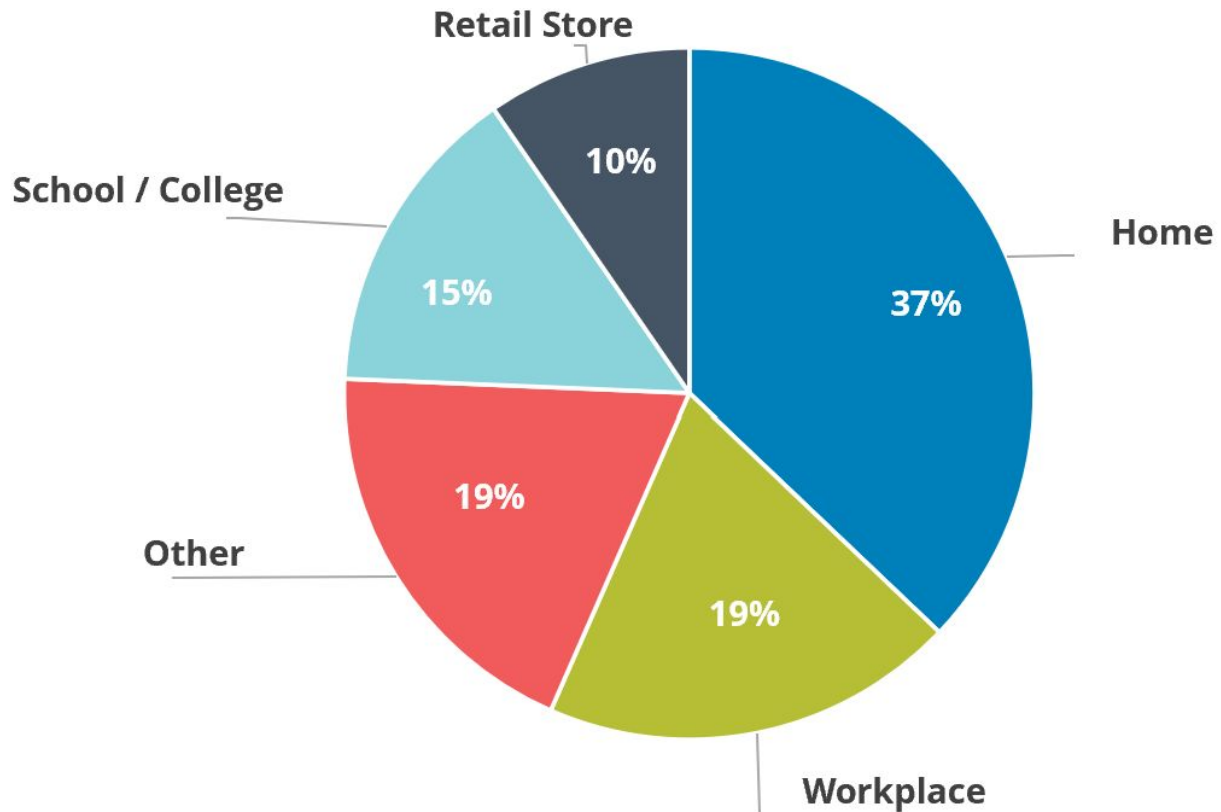
**(Please check one and indicate the route number where available)**

In some cases respondents entered more than one route in their answer, but only the first identified bus was counted in the total.

<b>Routes</b>	<b># of Responses</b>
<b>2 - Market / Brown</b>	136
<b>3 - Portland Road</b>	59
<b>4 - State Street</b>	69
<b>5 - Center Street</b>	98
<b>6 - Fairview Industrial</b>	10
<b>7 - Mission Street</b>	22
<b>8 - 12th / Liberty</b>	59
<b>9 - Cherry / River Road</b>	33
<b>11 - Lancaster / Verda</b>	81
<b>12 - Hayesville Drive</b>	4
<b>13 - Silvertown Road</b>	43
<b>14 - Windsor Island Road</b>	13
<b>16 - Wallace Road</b>	12
<b>17 - Edgewater Street</b>	62
<b>18 - 12th / Liberty</b>	35
<b>19 - Broadway / River Road</b>	137
<b>21 - South Commercial</b>	157
<b>23 - Lansing / Hawthorne</b>	22
<b>26 - Glen Creek / Orchard Heights</b>	1
<b>27 - Glen Creek / Eola</b>	2
<b>45 - Central Polk County</b>	1
<b>1X - Wilsonville / Salem Express</b>	0
<b>10X - Woodburn / Salem Express</b>	5
<b>20X - N. Marion Co. / Salem Express</b>	1
<b>30X - Santiam / Salem Express</b>	7
<b>40X - Polk County / Salem Express</b>	25
<b>50X - Dallas / Salem Express</b>	1
<b>60X - Lincoln City / Salem</b>	1
<b>Total</b>	<b>1096</b>

# QUESTION 3

Where did you begin this bus trip?



Responses	
Home	282
Workplace	148
Other	145
School / College	112
Retail Store	73
<b>Total</b>	<b>760</b>

Other Responses	
bus stop	38
downtown	14
friend / family	11
dentist / doctors / clinic	8
county jail	3
dining	3
hotel / inn / motel	3
amtrak	2
appointment	2
parole office / probation	2
transit mall	2
bank	1
church	1
gym	1
shelter	1

Most riders (37%) said they started their current bus trip at home. Workplace and other were the next highest at 19%. The responses given when "other" was selected are ranked in the Other Responses table.

## QUESTION 4

Please provide either the address or city and nearest cross streets for the location you listed in Question 3

Answers to this question were grouped by zip code. The majority of people surveyed began their trip in Salem and Keizer. Less than 2% began their trip outside those zip codes.

Responses		
Salem	97301	353
Salem	97302	150
Salem	97305	128
Keizer	97303	75
Salem	97304	67
Salem	97306	43
Salem	97317	16
Silverton	97381	3
Aumsville	97325	2
Sublimity	97385	2
Woodburn	97071	1
Portland	97213	1
Portland	97223	1
Albany	97321	1
Dallas	97338	1
Independence	97351	1
Monmouth	97361	1
<b>Total</b>		<b>846</b>



## QUESTION 5

How did you get to the bus stop to board this bus?

Responses		
Walked	934	89%
Other	54	5%
Got dropped off	21	2%
Rode a bicycle	18	2%
Used a wheelchair or other mobility device	15	1%
Carpooled / Vanpooled	7	1%
Used a taxi / uber / lyft	3	0%
Drove to park and ride	1	0%
<b>Total</b>	<b>1053</b>	

- Most riders (89%) said they had walked to the bus stop to board this bus. The next highest selection was "other".
- All respondents who chose "other" indicated that they rode another bus in order to arrive at this stop.

## QUESTION 6

**Please list, in order, all of the buses you already rode or will ride to complete this trip:**

This table shows the number of survey respondents who indicated which routes they were riding for the 1st, 2nd, or 3rd leg of their trip.

Routes	1st Bus	2nd Bus	3rd Bus
<b>2 - Market / Brown</b>	109	85	41
<b>3 - Portland Road</b>	63	40	26
<b>4 - State Street</b>	53	43	16
<b>5 - Center Street</b>	89	80	31
<b>6 - Fairview Industrial</b>	14	12	5
<b>7 - Mission Street</b>	16	24	7
<b>8 - 12th / Liberty</b>	67	39	17
<b>9 - Cherry / River Road</b>	38	23	13
<b>11 - Lancaster / Verda</b>	78	71	41
<b>12 - Hayesville Drive</b>	4	3	7
<b>13 - Silverton Road</b>	41	40	19
<b>14 - Windsor Island Road</b>	7	6	4
<b>16 - Wallace Road</b>	16	12	6
<b>17 - Edgewater Street</b>	71	44	17
<b>18 - 12th / Liberty</b>	27	35	14
<b>19 - Broadway / River Road</b>	122	64	32
<b>21 - South Commercial</b>	134	104	45
<b>23 - Lansing / Hawthorne</b>	22	20	4
<b>26 - Glen Creek / Orchard Heights</b>	2	0	4
<b>27 - Glen Creek / Eola</b>	8	3	2
<b>45 - Central Polk County</b>	0	1	0
<b>1X - Wilsonville / Salem Express</b>	7	1	0
<b>10X - Woodburn / Salem Express</b>	7	1	0
<b>20X - N. Marion Co. / Salem Express</b>	1	1	0
<b>30X - Santiam / Salem Express</b>	3	2	1
<b>40X - Polk County / Salem Express</b>	24	11	4
<b>50X - Dallas / Salem Express</b>	1	0	1
<b>60X - Lincoln City / Salem</b>	1	1	0
<b>Total</b>	<b>1025</b>	<b>766</b>	<b>357</b>

## QUESTION 6 - CONTINUED

Please list, in order, all of the buses you already rode or will ride to complete this trip:

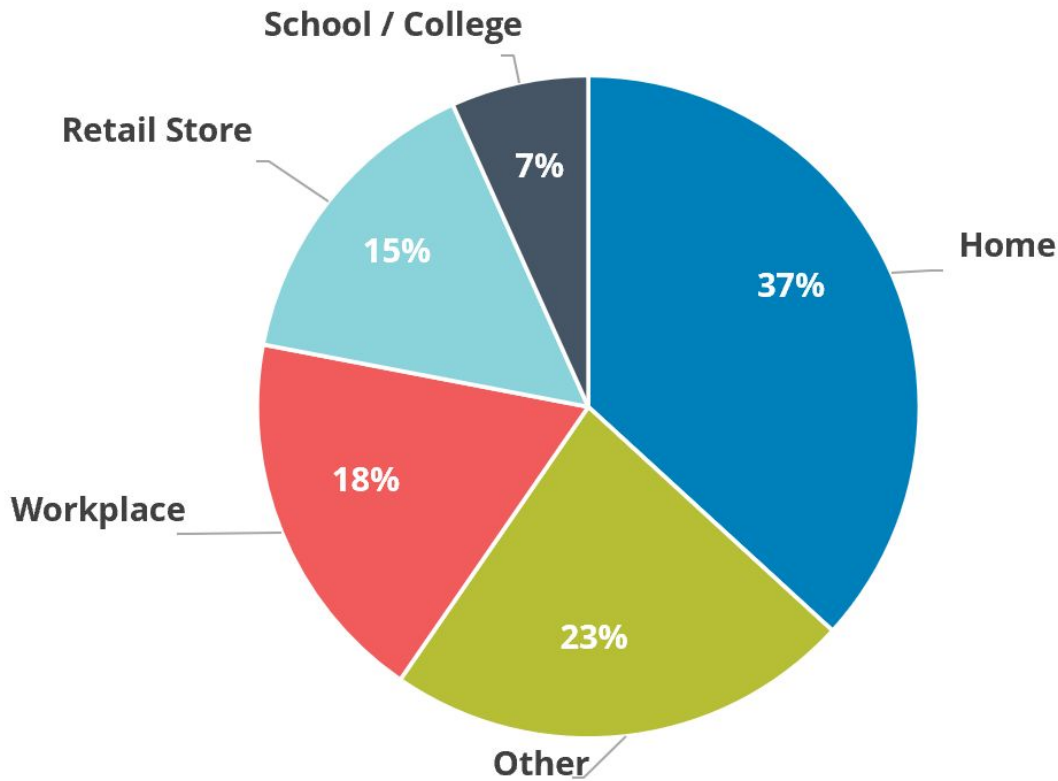
The table shows the most common answers, all responses larger than 4 are shown below. A series of tables of all the answers is included in Appendix A.

1st Bus Route	2nd Bus Route	3rd Bus Route	# of Responses
2			27
2	11		12
2	21		9
2	19		7
2	4		5
2	18		5
2	7		4
3			15
3	21		4
4			14
4	21		5
5			28
5	8		6
5	11		5
5	19		5
5	21		4
8			12
8	2		5
8	3		5
8	4		4
8	21		4
9			8
9	19		5
11			28
11	2		5
11	4		5
11	2	21	4
11	3		4

1st Bus Route	2nd Bus Route	3rd Bus Route	# of Responses
13			8
17			15
17	2		7
17	5		5
17	21		5
17	5	17	4
19			49
19	17		6
19	5		4
19	11		4
19	11	2	4
19	21		4
21			60
21	4		8
21	5		8
21	2		7
21	2	5	4
21	6		4
21	13		4
23			4
1X			4
40X			7

# QUESTION 7

## Where are you going?



Responses	
Home	400
Other	248
Workplace	200
Retail Store	166
School / College	73
<b>Total</b>	<b>1087</b>

Most riders (37%) said they were going home. Other was the next highest response at 24%. The responses given when "other" was selected are ranked in the Other Responses table.

Other Responses	
dentist / doctor / clinic / hospital	34
family / friends	27
appt	10
recreational	9
errands	8
bank	7
dinning	6
downtown	4
transit center	4
church	3
gym	3
ssn office	3
volunteer	3
library	2
airport	1

## QUESTION 8

Please provide either the address or city and nearest cross streets for the location you listed in Question 7

Answers to this question were grouped by zip code. The majority of people surveyed began their trip in Salem and Keizer. Only 3% began their trip outside those zip codes.

Responses		
Salem	97301	305
Salem	97302	145
Salem	97305	113
Keizer	97303	82
Salem	97304	46
Salem	97306	40
Salem	97317	13
Monmouth	97361	8
Dallas	97338	3
Silverton	97381	3
Aumsville	97325	2
Newberg	97132	1
Corvallis	97330	1
Corvallis	97331	1
Crawfodsville	97336	1
Falls City	97344	1
Independence	97351	1
Sublimity	97385	1
<b>Total</b>		<b>767</b>



## Origin / Destination

The following tables show answers from question 3 of where the respondents started their trip and question 8 of where they were going.

Start		End		# of Responses
Salem	97301	Salem	97301	138
Salem	97301	Salem	97302	44
Salem	97302	Salem	97301	38
Salem	97302	Salem	97302	38
Salem	97301	Salem	97305	32
Keizer	97303	Keizer	97303	30
Salem	97305	Salem	97301	30
Salem	97305	Salem	97305	29
Salem	97301	Keizer	97303	23
Salem	97305	Salem	97302	22
Salem	97302	Salem	97305	18
Salem	97304	Salem	97301	18
Salem	97306	Salem	97301	17
Salem	97301	Salem	97304	16
Salem	97301	Salem	97306	14
Salem	97304	Salem	97302	14
Keizer	97303	Salem	97301	13
Salem	97304	Salem	97305	11
Salem	97304	Salem	97304	10
Salem	97302	Keizer	97303	8
Salem	97302	Salem	97304	8
Salem	97305	Keizer	97303	8
Keizer	97303	Salem	97302	7
Salem	97305	Salem	97306	7
Salem	97306	Salem	97306	7
Salem	97302	Salem	97306	6
Monmouth	97361	Salem	97301	6
Salem	97306	Salem	97302	5
Salem	97305	Monmouth	97361	4
Salem	97302	Salem	97317	3
Keizer	97303	Salem	97304	3
Keizer	97303	Salem	97305	3
Salem	97306	Salem	97304	3
Salem	97317	Salem	97302	3
Salem	97317	Salem	97317	3

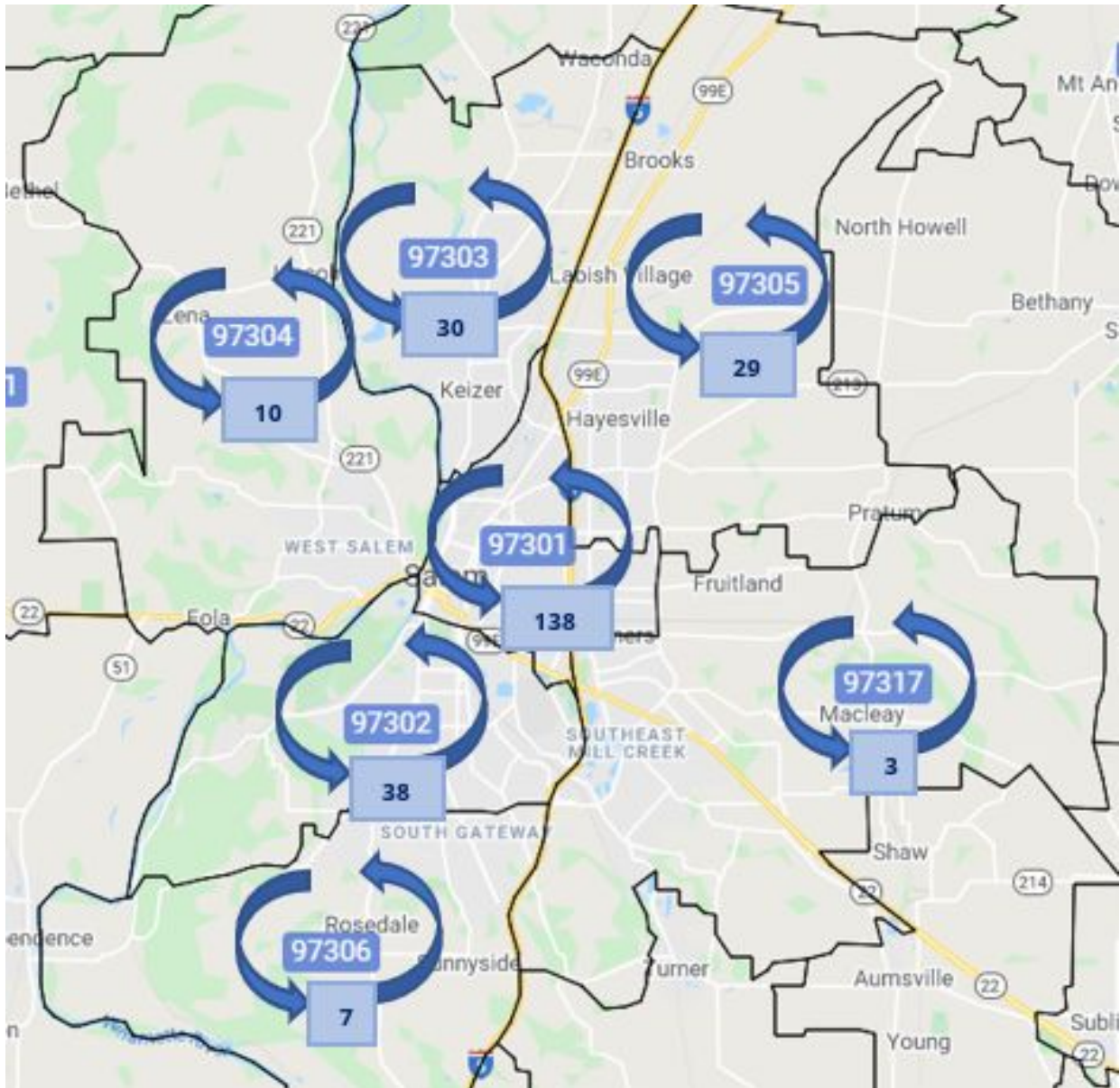
## Origin / Destination - Continued

Start		End		# of Responses
Salem	97301	Aumsville	97325	2
Salem	97305	Salem	97304	2
Salem	97305	Salem	97317	2
Salem	97317	Salem	97301	2
Salem	97317	Keizer	97303	2
Aumsville	97325	Salem	97305	2
Monmouth	97361	Salem	97306	2
Monmouth	97361	Monmouth	97361	2
Silverton	97381	Salem	97301	2
Woodburn	97071	Salem	97301	1
Portland	97213	Salem	97301	1
Salem	97301	Newberg	97132	1
Salem	97301	Salem	97317	1
Salem	97301	Crawfordsville	97336	1
Salem	97301	Dallas	97338	1
Salem	97301	Monmouth	97361	1
Salem	97301	Silverton	97381	1
Salem	97302	Falls City	97344	1
Keizer	97303	Corvallis	97331	1
Salem	97304	Keizer	97303	1
Salem	97304	Salem	97306	1
Salem	97304	Salem	97317	1
Salem	97305	Dallas	97338	1
Salem	97306	Keizer	97303	1
Salem	97306	Salem	97305	1
Salem	97306	Monmouth	97361	1
Salem	97317	Salem	97304	1
Salem	97317	Salem	97305	1
Albany	97321	Salem	97301	1
Dallas	97338	Dallas	97338	1
Independence	97351	Salem	97301	1
Silverton	97381	Keizer	97303	1
Sublimity	97385	Salem	97301	1
Sublimity	97385	Sublimity	97385	1



## Origin / Destination

The following two pages show the origins and destinations by zip code. Only those with 3 or more responses were included in the figures. The circular arrows in the map on this page show the riders that traveled within the same zip code.





## QUESTION 9

**How did you pay your fare for this trip (check one)?**

	Cash (One- Ride)	Day Pass	Local 30-Day Pass	Regional Month Pass	Annual Pass	Universal Month Pass	Group Pass
<b>Cherriots Local Full Fare</b>	102	240	219	N/A	18	11	2
<b>Cherriots Local Reduced Fare</b>	15	82	99	N/A	16	3	1
<b>Cherriots local Youth Fare</b>	10	46	46	N/A	2	1	0
<b>Cherriots Regional Full Fare</b>	4	3	N/A	10	2	1	0
<b>Cherriots Regional Reduced Fare</b>	4	4	N/A	4	2	1	0
<b>Cherriots Regional Youth Fare</b>	0	2	N/A	2	1	2	0
<b>Cherriots Regional Route 1X Full Fare</b>	0	N/A	N/A	N/A	N/A	1	N/A
<b>Cherriots Regional Route 1X Reduced/Youth Fare</b>	1	N/A	N/A	N/A	N/A	1	N/A
<b>Group Fare</b>	N/A	N/A	N/A	N/A	N/A	N/A	1

Passes are by far the most popular way passengers choose to pay their fares. This is most likely due to the fact that a majority of Cherriots customers ride four or more days per week, which is most economical using a 30-day or day pass. In fact, day passes and 30-day passes had the highest use rates among the respondents. Group passes had the lowest response rate.



## QUESTION 10

After getting off your LAST bus on this trip, how will you get to your final destination?

Responses		
Walk	896	87%
Other	48	5%
Ride a bicycle	24	2%
Get picked up in a car	23	2%
Use a wheelchair or other mobility device	19	2%
Carpool / Vanpool	11	1%
Drive	6	1%
Use a taxi / uber / lyft	0	0%
<b>Total</b>	<b>1027</b>	

Most riders (87%) said they they would walk to their final destination after getting off the last bus on this trip. The next highest was "other". The respondents who chose "other" indicated that they would take another bus. No one planned to take a taxi, Uber, or Lyft.

## QUESTION 11

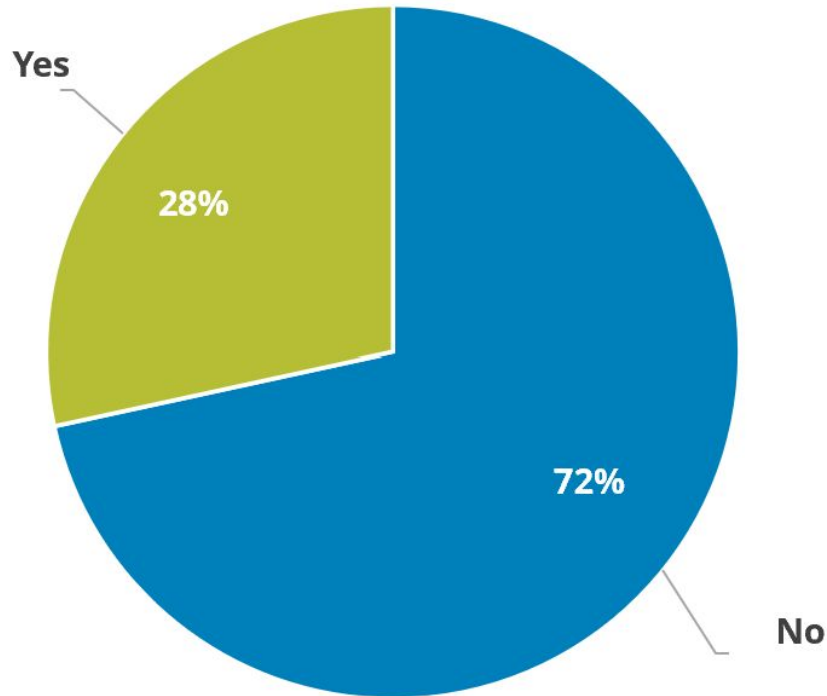
### What is the purpose of your transit trip today?

Responses		
Go home	306	26%
Go to work	261	22%
Shopping / Errands	205	17%
Medical / Dental appointment	87	7%
Social activity	83	7%
Other	66	6%
Entertainment / Recreation	53	4%
Student going to college	46	4%
Student going to school (K-12)	45	4%
Chemeketa CC	27	2%
Other college / University	10	1%
WOU	4	0%
Willamette U	2	0%
<b>Total</b>	<b>1195</b>	

- In many cases riders gave more than one answer to this question, therefore, the total combined responses is higher than the responses we got for the question.
- Home, work, and shopping / errands were the top answers riders provided as the purpose of their transit trip. For the purposes of this report, we were able to combine many of the "other" responses into the correct categories. Several others were not identified.
- Students going to school (K-12) were high school students from McKay, North, and South Salem High Schools.

## QUESTION 12

Do you have a valid driver's license?

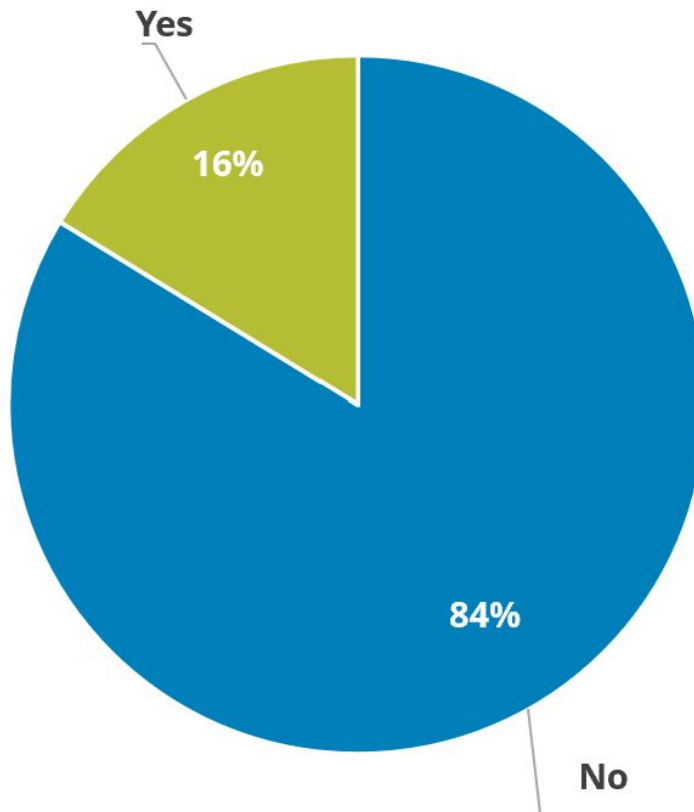


Responses	
No	736
Yes	292
<b>Total</b>	<b>1028</b>

The 72% of survey takers who do not have a valid driver's license shows that the majority of riders rely heavily on public transportation.

## QUESTION 13

Do you have a vehicle you could have used to make this trip either as the driver or as a passenger?



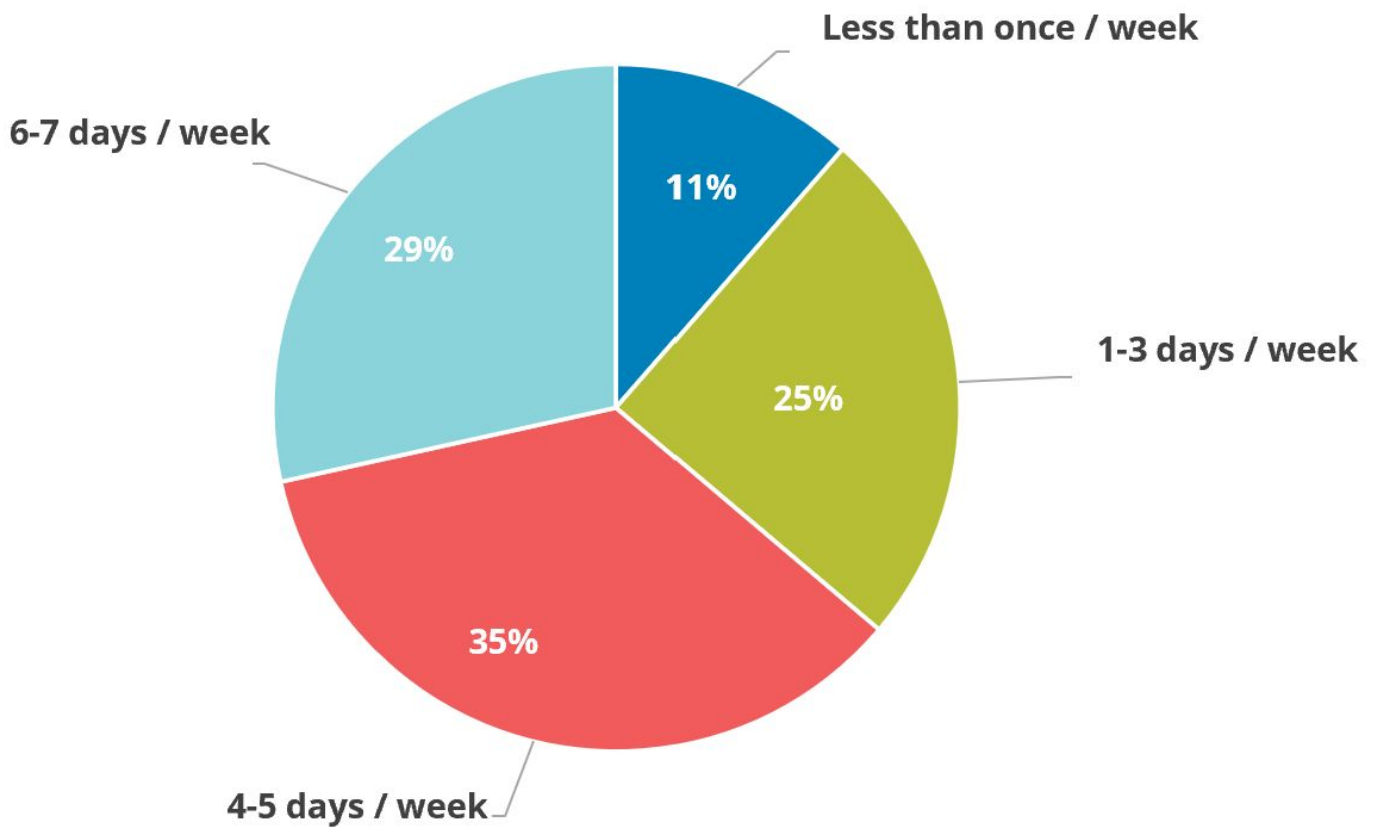
Responses	
No	845
Yes	164
<b>Total</b>	<b>1009</b>

84% of the riders who responded to the survey do not have a vehicle available to them.



# QUESTION 14

## How often do you ride the bus?

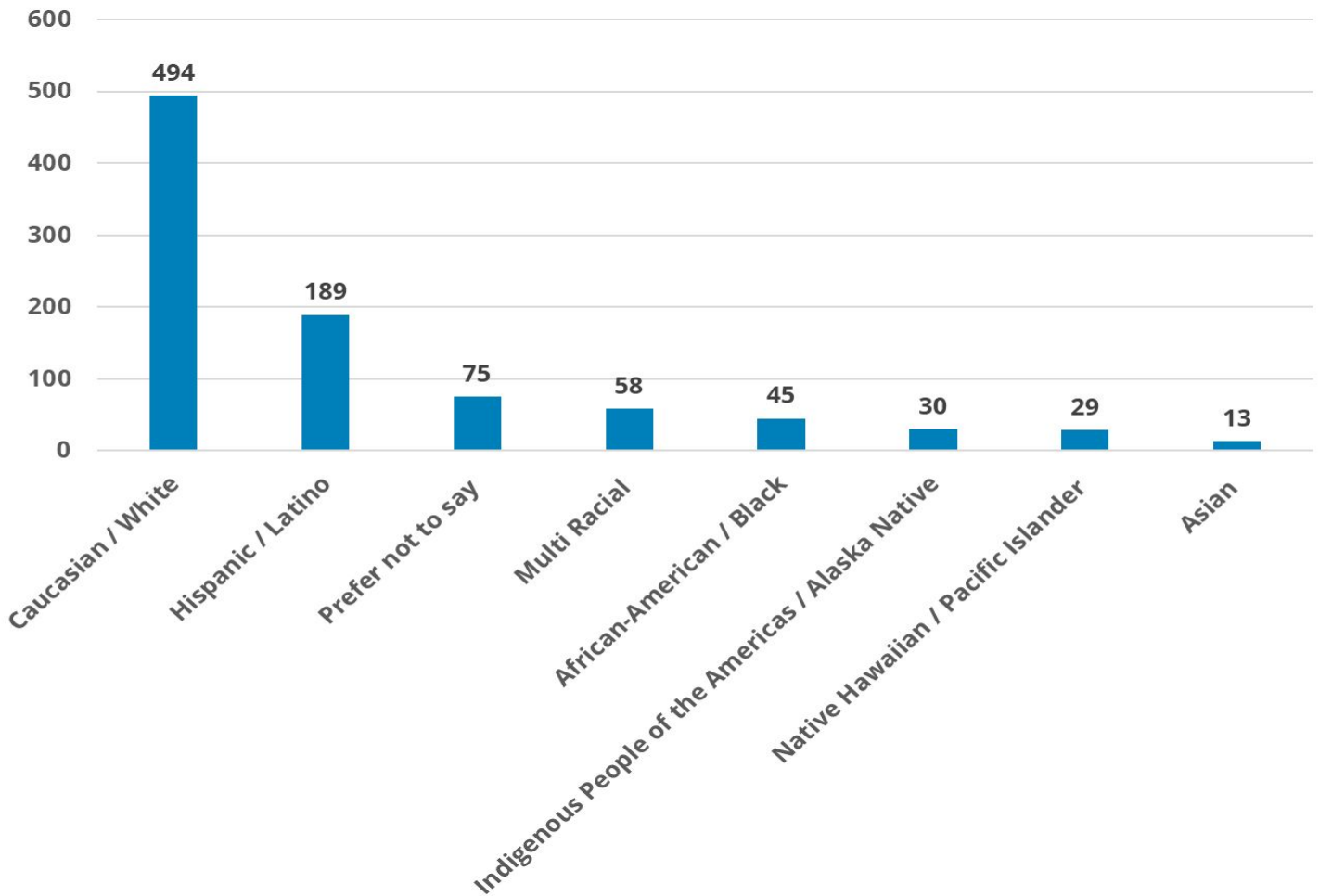


Responses	
Less than once / week	114
1-3 days / week	247
4-5 days / week	353
6-7 days / week	284
<b>Total</b>	<b>998</b>

Out of 998 responses, 64% of the survey takers said they ride the bus four or five days a week. Only 11% said they ride less than once a week.

# QUESTION 15

What is your race / ethnicity? (Mark all that apply)

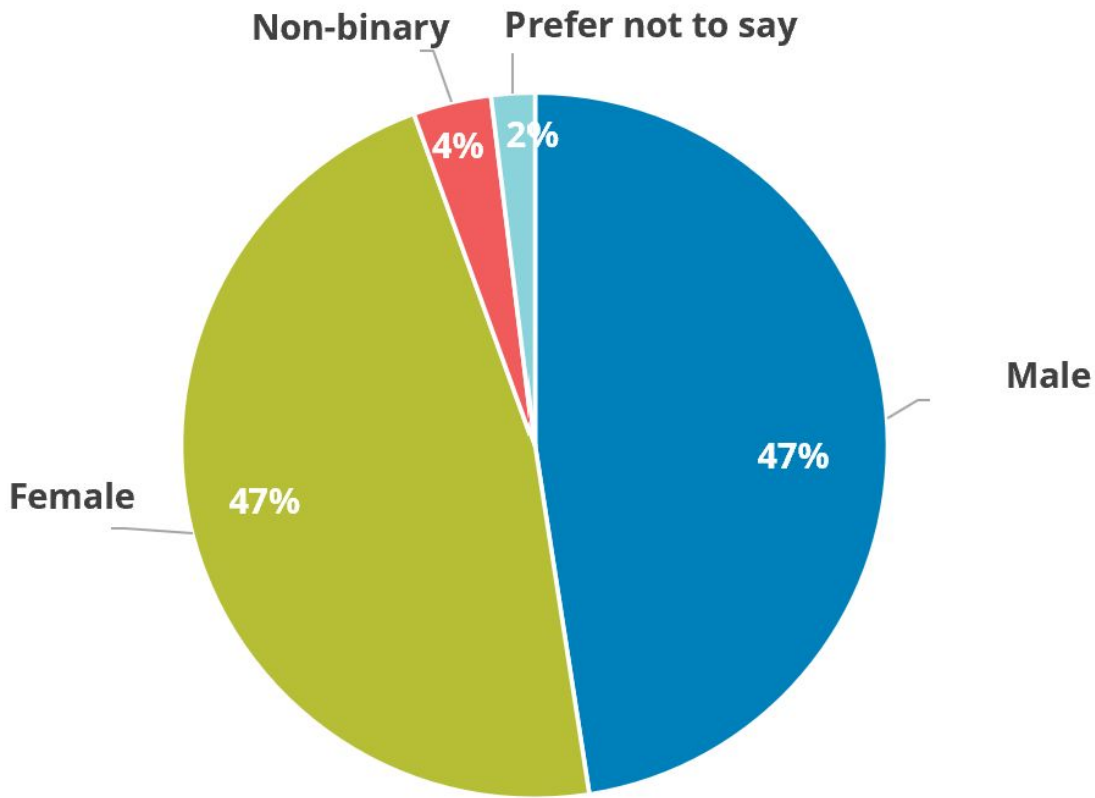


Responses		
Caucasian / White	494	53%
Hispanic / Latino	189	20%
Prefer not to say	75	8%
Multi Racial	58	6%
African-American / Black	45	5%
Alaska Native	30	3%
Native Hawaiian / Pacific Islander	29	3%
Asian	13	1%
<b>Total</b>	<b>933</b>	

- Although riders were told that the following demographic questions were voluntary, 933 of the survey takers provided answers.
- Caucasian / White made up over half at 53% with Hispanic / Latino as the next highest race / ethnicity group at 20%. Just 6% of the respondents were Multi Racial. Asians made up the smallest percentage at only 1%.

# QUESTION 16

## What is your gender?

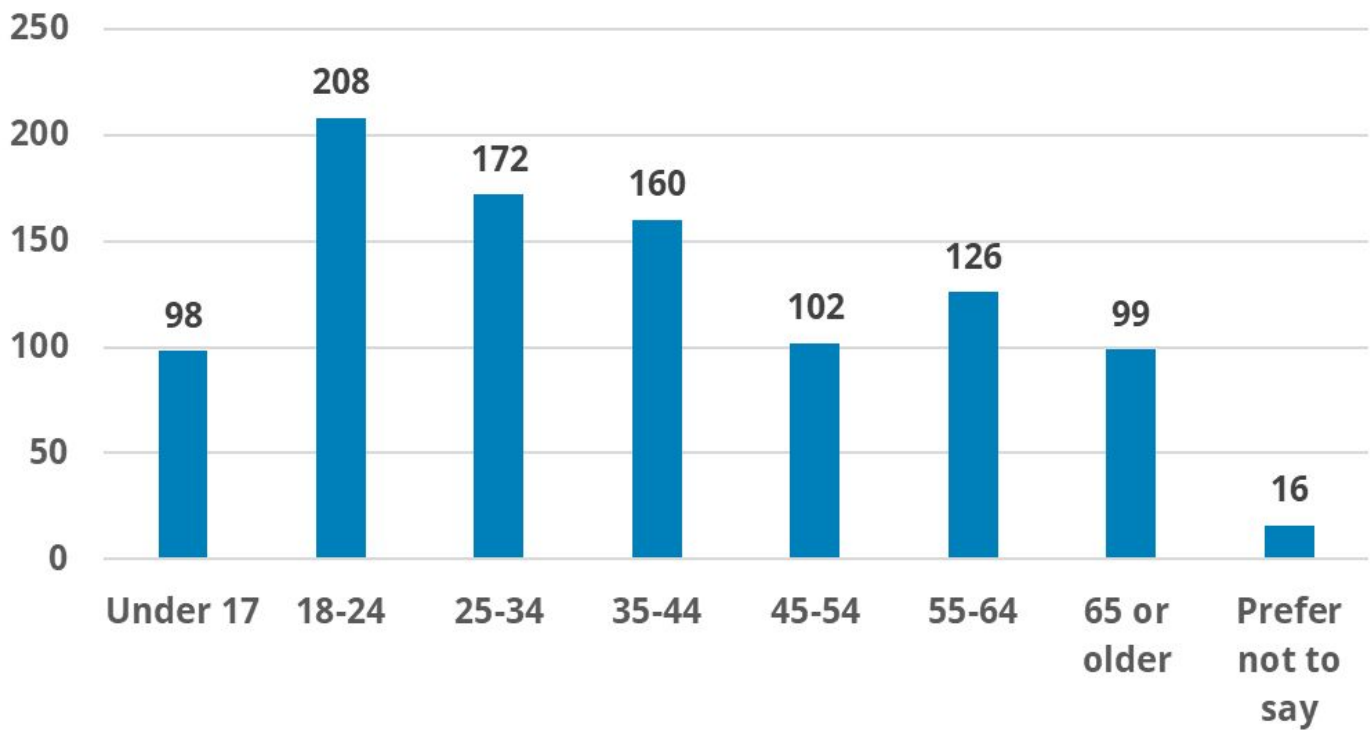


Responses	
Male	464
Female	458
Non-binary	35
Prefer not to say	19
<b>Total</b>	<b>976</b>

There was an equal representation of female and male responders (47% each). Just 4% of responders chose non-binary and 2% preferred not say.

# QUESTION 17

## What is your age?

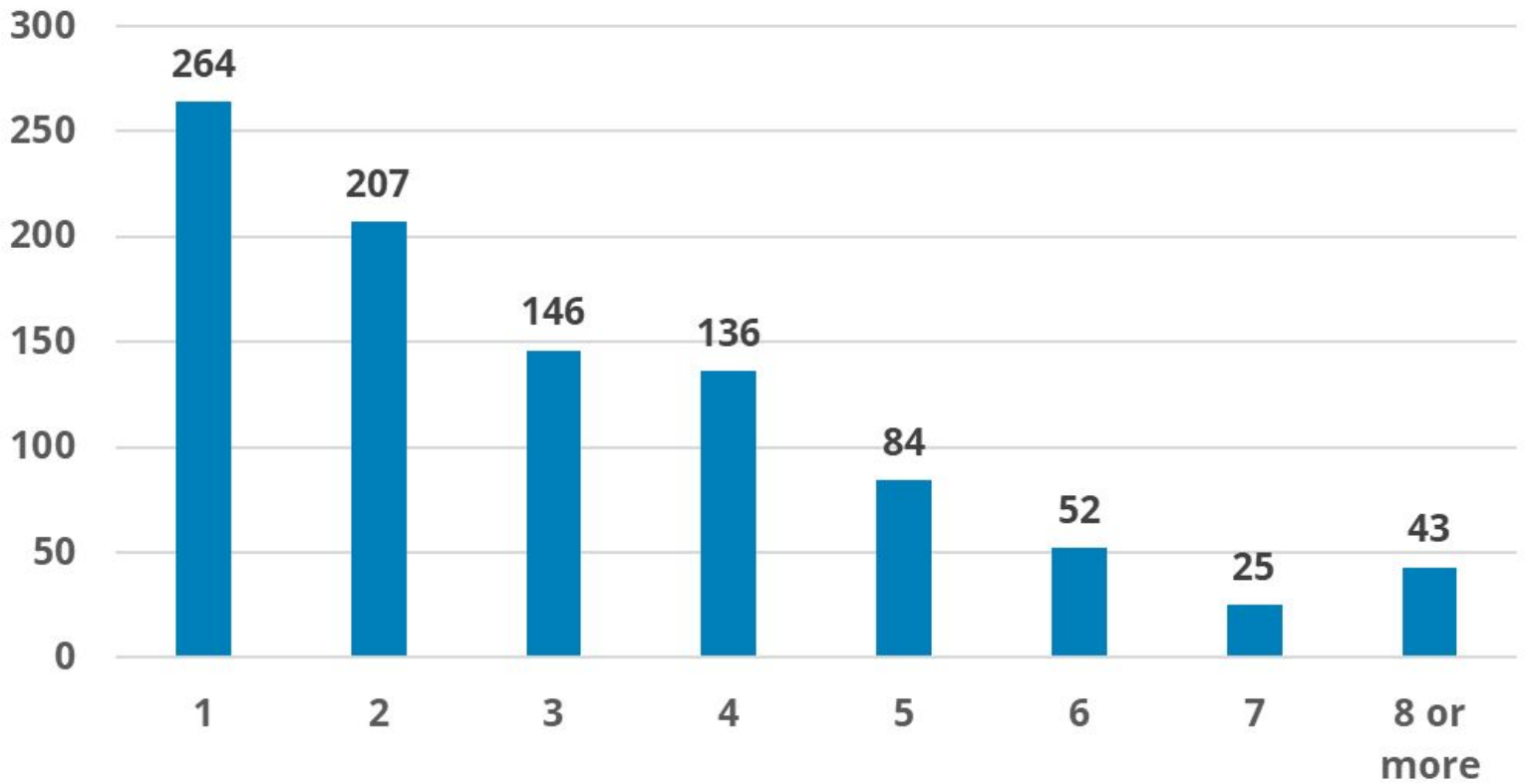


Responses		
<b>Under 17</b>	98	10%
<b>18-24</b>	208	21%
<b>25-34</b>	172	18%
<b>35-44</b>	160	16%
<b>45-54</b>	102	10%
<b>55-64</b>	126	13%
<b>65 or older</b>	99	10%
<b>Prefer not to say</b>	16	2%
<b>Total</b>	<b>981</b>	

Riders of all age groups were approached, resulting in a participation rate of at least 10% from each one. The majority of the responders (21%) were individuals between the ages of 18 and 24. We had an equal representation of those under the age of 17 and those 65 or older. Only 2% of responders chose not to say.

## QUESTION 18

How many people live in your household, including yourself?

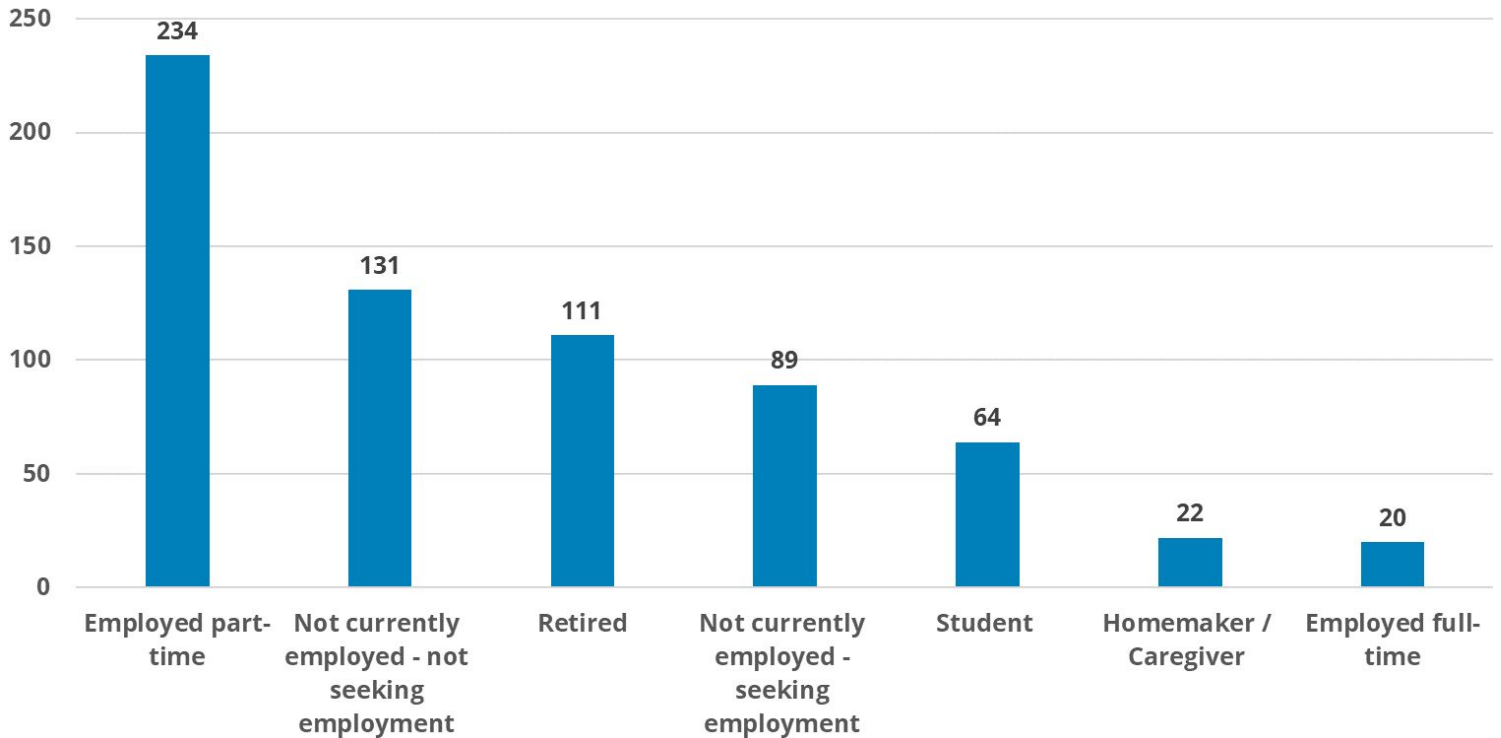


Responses		
1	264	28%
2	207	22%
3	146	15%
4	136	14%
5	84	9%
6	52	5%
7	25	3%
8 or more	43	4%
<b>Total</b>	<b>957</b>	

We received a total of 957 answers to this question. The majority of the people that took the survey (28%) live alone. The second highest response was a household size of two (22%).

# QUESTION 19

## Current Employment status:



Responses		
Employed part-time	234	35%
Not currently employed - not seeking employment	131	20%
Retired	111	17%
Not currently employed - seeking employment	89	13%
Student	64	10%
Homemaker / Caregiver	22	3%
Employed full-time	20	3%
<b>Total</b>	<b>671</b>	

The majority of participants (35%) indicated they are employed part-time. Those employed full-time made up only 3%, same as homemaker / caregiver.

## QUESTION 20

Are you a student? (check one)

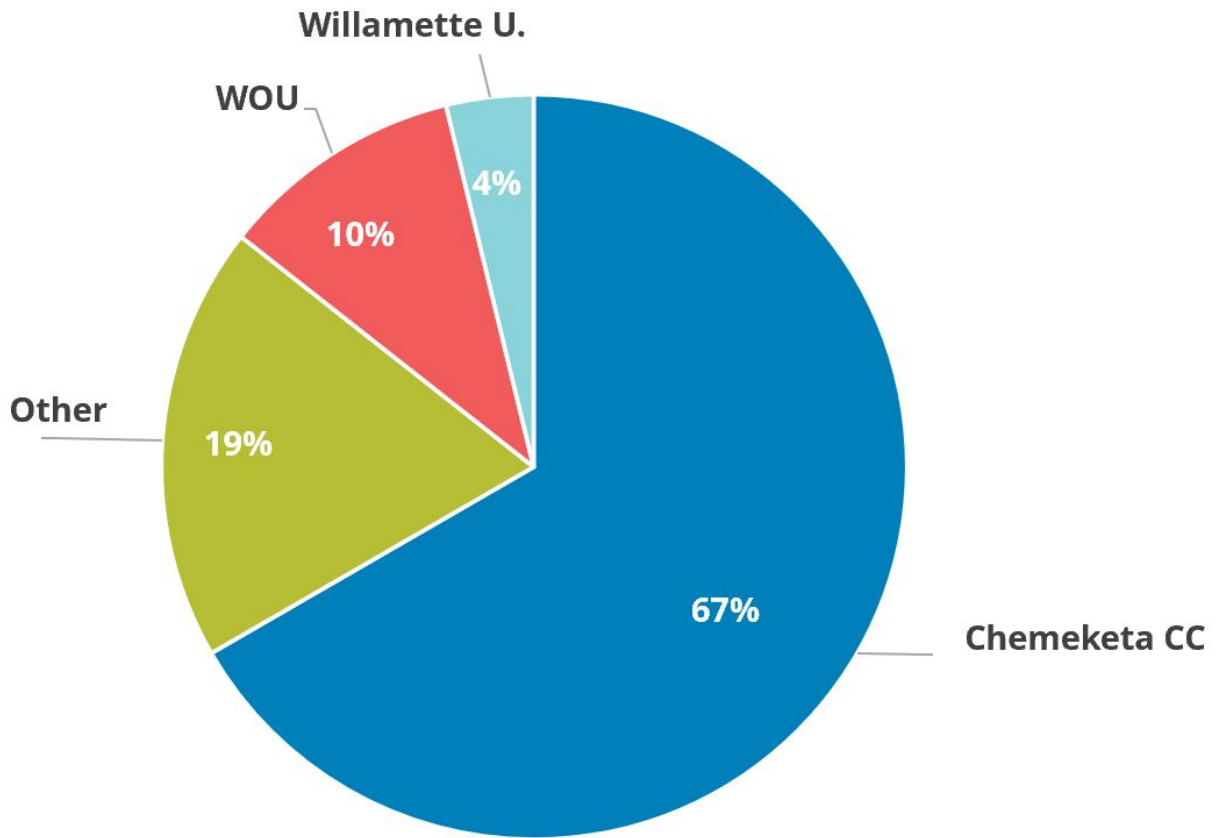
Responses		
No	673	75%
Yes, high school	93	10%
Yes, full-time college	75	8%
Yes, part-time college	54	6%
Yes, middle school	7	1%
Yes, elementary school	1	0%
<b>Total</b>	<b>903</b>	

The majority of respondents said they were not students (75%). College and high school students, made up 24% of those who participated in the survey. We also had 8 responses from middle school and elementary school students. While we saw many more students ride the bus, the majority of them chose not to participate in the survey.



# QUESTION 21

If you are a college student, which college?



Responses	
Chemeketa CC	88
Other	25
WOU	14
Willamette U.	5
<b>Total</b>	<b>132</b>

67% of the riders that indicated they are college students attend Chemeketa Community College followed by Western Oregon University (WOU) and Willamette University.

## QUESTION 22

### Language primarily spoken in home?

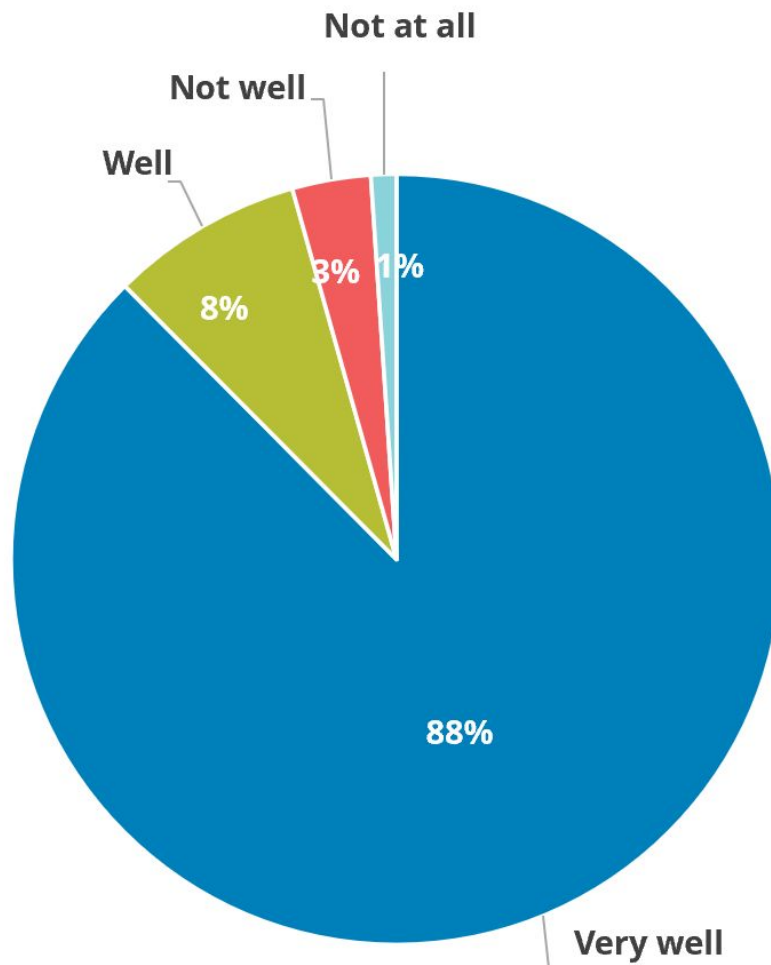
Responses		
English	791	83%
Español	90	9%
English, Español	41	4%
Other	14	1%
English, Other	12	1%
Русский	4	0%
English, Русский	2	0%
Español, Other	2	0%
<b>Total</b>	<b>956</b>	

83% of riders surveyed speak English, 9% Spanish and the rest were bilingual. Other languages identified are shown in the Other Responses table.

Other Responses	
ASL	5
Marshallese	2
Mandarin	2
Chuukese	2
Samoan	1
Italian	1
Irish	1
Indian	1
Hawaiian	1
Egyptian	1
Armenian	1
<b>Total</b>	<b>18</b>

# QUESTION 23

## How well do you speak English?

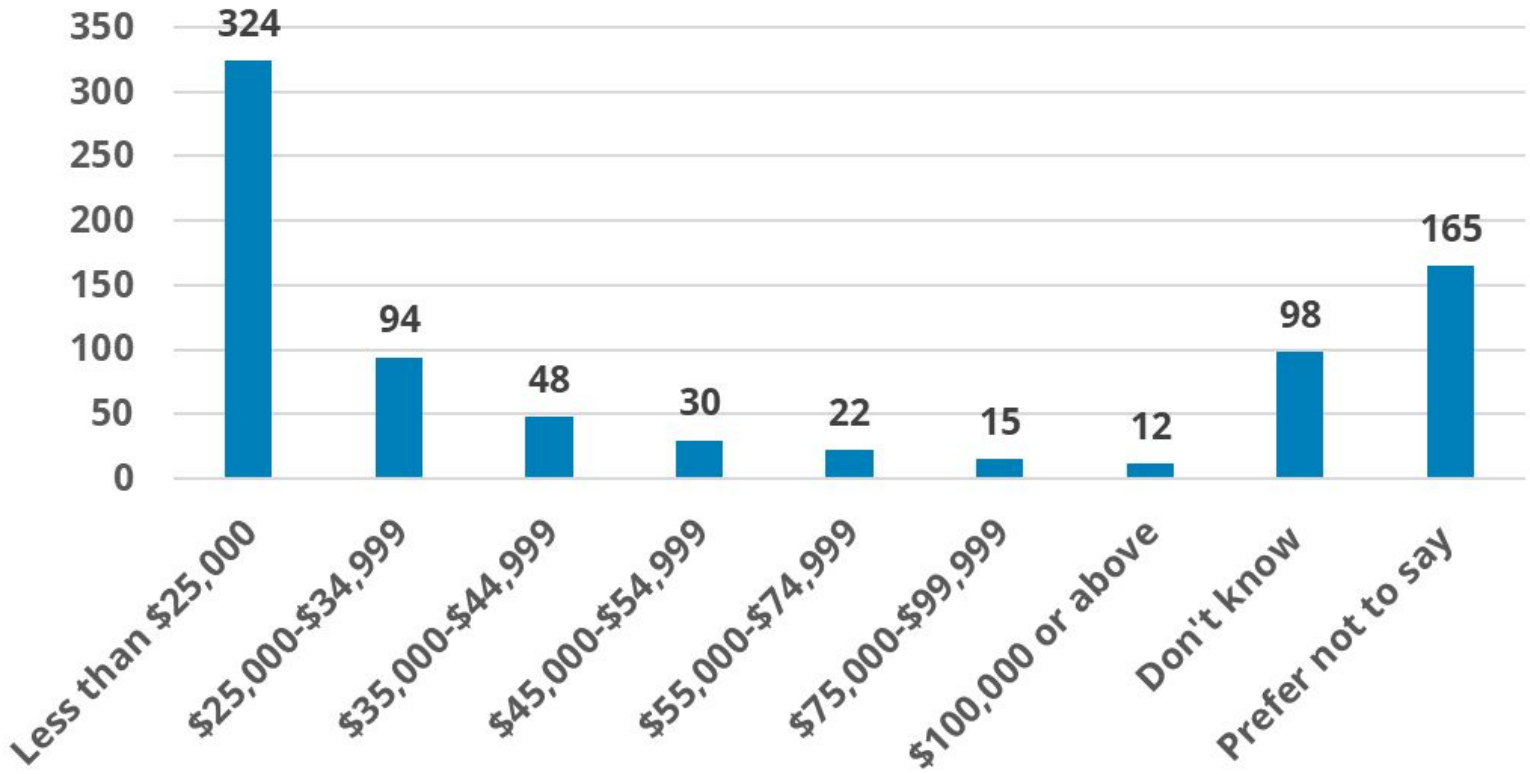


Responses	
Very well	823
Well	76
Not well	31
Not at all	10
<b>Total</b>	<b>940</b>

88% of riders surveyed said they speak English very well. Only 1% said they didn't speak any English.

## QUESTION 24

**What was the annual gross income for your household before taxes in 2020?  
This is the combined income of everyone in your household, whatever the source.**



Responses		
Less than \$25,000	324	40%
\$25,000-\$34,999	94	12%
\$35,000-\$44,999	48	6%
\$45,000-\$54,999	30	4%
\$55,000-\$74,999	22	3%
\$75,000-\$99,999	15	2%
\$100,000 or above	12	1%
Don't know	98	12%
Prefer not to say	165	20%
<b>Total</b>	<b>808</b>	

The majority of riders surveyed (40%) said the annual gross income for their household was less than \$25,000, 20% chose not to say, and 12% said they didn't know. Only 1% of riders had a household annual gross income of \$100,000 or more.

## QUESTION 25

If you could name one thing to make Cherriots service better what would it be?

*The following responses have not been edited and are as written on the survey.*

# 3 route come every 15-30 min

#2 to go on D st again

#3 run every half hour at least!

#4 be more frequent you have some great drivers  
exp ryan on #23

13 bus comes every hour ( i think from driver shortages every half hour would be nice, also mor benches @ transit

14 on the weekends

15 min service

2 hr bus transfers included with bus fare , we need bus transfers with every payed ride

24-7

24hr service

24hrs

27 bus ride on weekends more frequent 17 bus scheduled

30 instead of 1 hr on Sundays , make schedule same as saturday

7 day full service

a better way to find bus times online

a lot of buses are almost empty a lot of the time, but some smaller buses to use

a lot of friendly drivers

a more flexible schedule for #13

a mother ride

a route river roads to get to and from ninto brown park

a run indicator sometimes bus goes other way after a stop when i thought i'd go straight so i couldn't gotten off at a closer stop. and naps aren't allowed. cherrylift wont assist trip requests home when i get tired so i sleep in public..

a stop closer to home. i walk a mile each way

accepting cards for bus fare

accepting cards on the bus

add 1/2 hr route to CTEC reinstate

add 1/2 hr run back to CTEC

add a shade cover at the bus stop next to safeway #21

add bus #2 closer to safeway area on lancaster

all buses running 6-7 days a week or earlier buses

all good

all routes run every 20 min or 30 min no hourly routes

all Sunday service for route #6

all week service

allow food drinks

already do a good job! been riding for over a month now!

already so thankful for sat and sun now

anything yall decide

apple juice

as long as covid 19 is still here i think the busses should still be running free.

at least 1 route in west salem like 27 or 26 that runs on sat at minimum the sunday would be nice

## QUESTION 25 - CONTINUED

If you could name one thing to make Cherriots service better what would it be?

attitude :)

back to stable routes hate when bus just doesn't show

be on time

being home

better accessibility to deaf people. more street names on le board, no skipping stops

better bus service , drivers trained in customer service better

better bus tickets like Portland

better bus to bus connection

better buses, social distancing is still needed on some buses Covid is not gone yet!

better communication between drivers and dispatch

better connection points between routes, buses always miss the transition between stops more service on weekends

better customer service / reliable

better customer service from drivers

better customer service training

better drivers

better fare options \$1.60 is a silly amount to carry around

better location tracking on busses

better monthly passes

better pases for 55 and older

better route and more accessible stops on the street. better cation and more stops

better seats (X3)

better security downtown, get rid of nuisance bus mall gang that start fights and remind your drivers + passengers to wear masks both their noses + mouths. #staysafe, also reduced monthly fare due to reduced service!

better service for handicapped / disabled ( lower ramp without having to ask each time)

better staffing more stops dry benches

better customer service

better time

better trip planner

better website more frequent routes

branch out stop locations i have to walk 20 min to see my aunt from her nearest stop

bring back 1/2 hr service to bus routes !!

bring back wifi and have hand sanitizer on board. thanks

better lighting at the bus stops so the drivers can see when people are waiting after dark

built some chair of any convenient bus stop, great positive attitude

bus 13 run 2x per hour

bus 16 every 1/2 hour would be so helpful

bus every 15 minutes in all routes

bus fare

bus is every 15 and 30 min for 13

bus routes run till 11pm and every 15 min on saturday

bus schedule times

bus schedules ending more late at night

## QUESTION 25 - CONTINUED

If you could name one thing to make Cherriots service better what would it be?

bus service until 10pm especially the outlying areas like fisher rd n / lancaster areas

Bus to woodburn Speedway drag strip

bus wifi

buses need to run 7 days a week 5am thru 11pm. i got a bonus request for you. employ a politeness compassion to be taken and passed in order to work here or remain working working. ( front desk people)

buses to meet cacaster rom and not wait till the #11 passes

buses back to 15 min know its not possible very interested in bus to albany

buses more frequent

buses not on time

buses on reliable schedule

can't really think of anything , am just happy for the service and Sunday service . also would be happy if they would run later in evening

cant say at this time (first time rider)

can't think of anything

can't think of anything

care about being on time actually paying attention to the bus schedules don't be late / early

cashless / contactless payment (hop) (X2)

cheaper bus pass , more bus shelters

cheaper prices

cheaper fare more service on weekend

cheese and jesus

Clean

Cherriots regional have more times for saturday service

clean buses a bit more

cleaner buses

cleaner stops, dinners and see a lot of tunes till they pass us, we could push to have that stop

cleanliness

come every 10 mins

comfy seats now

commercials

contactless card, portland hop card

continue keeping time

courtesy

cure coronavirus

currently keep picking up people. continue the bus go and driver

customer service

customer service open on sunday, late night and overnight service

customer service open on sunday

debit purchased tickets on busses

dissatisfied more driver . when more drivers are available better service , new wheelchair struggle.

don't have much to say

don't change my regular bus routes 8+18. improve the times for route 6 access to salem clinic south

don't charge fare if I am going one stop

don't drive the bus pass people if close to the bus stop



## QUESTION 25 - CONTINUED

If you could name one thing to make Cherriots service better what would it be?

- don't leave me behind
- don't let drivers driver unless fully trained
- double decker bus
- down state st se every 30 minutes
- driver should wait for passengers to sit
- drivers are caring and have customer services
- drivers be more friendly and courteous
- drivers need to show more compassion for the handicap who to use the ramp exceptionally when they are running behind schedule. the # of handicap are stressed as much as the driver is . copping an attitude doesn't help. if they cant be nice they don't need to be behind the wheel of a bus
- drivers to be kinder and more courteous
- drivers with great domeune and your security people main term are the best
- drug test all bus drivers for methampthemine
- due to amount of students in the CTP programs at CTEC bus #3 is our #1 transportation currently it runs on the hour we really need it running on 1/2 hrs so that student can get to their job sites and back to class at CTEC
- earlier sat & sunday service
- earlier/ later buse more bus stops
- early times and and not having to wait 1 hr for the bus
- easy to read maps
- electric buses
- electronic payment by phone app like tri met pdx
- every 1/2 hrs staggered
- every bus every 15 minutes
- everything is fine
- everything is great , drivers are pleasant
- excellent
- expand regional service to Eugene OR
- expanded weekend service
- extend hours on weekdays
- extend walk way corner all the way from end to end no open spots to all on to get
- extended hours nightly
- faster travel time
- few eardic drivers, lady drivers very nice and polite
- first bring back normal service then bus stops must tell how long without bus like pdx street
- fixed staffing issues
- for me is fine , is good quality of riding the buses
- for the busses to run past 9pm
- free
- free bus ride few time awesome less bus fare cost
- free fare, online map
- free fareless for not driving people low income
- free for students
- free make buses free again
- free mask ride
- free rides
- free rides, again exuse we where virust detected governed only stupid masked b work at all times. signed by ct on 1 reported live not fair tactics in all of society

## QUESTION 25 - CONTINUED

If you could name one thing to make Cherriots service better what would it be?

free wifi	government funding
freecances	gps on all bus to see where the bus is always
frequency (X2)	gps on buses. credit card / online / phone
frequent rides on sunday, reduced fare for students	great job
friendlier bus drivers	greater ridership
friendlier drivers	great service later at night would be good
friendlier fellow passengers	have better service
friendly people, Mike 971-900-9547	have bus #3 every 1/2 hr or 15 min. we have 3 school programs that use that route daily and it just does not run often enough to limit overcrowding
friendly bus drivers	have bus stops say the routes toward train center on the website again
full service lobby hours	have buses be every 15 minutes
funding services b schedules	have buses on time there are sometimes the bus takes up 30 mins after said time to get there
Gary Wayne Mitchell 10-26-21 more busses on Sunday like Saturday	have coffee inside dispenser
gegen or bus	have customer service available tell the last bus leaves for the night, many times i have had to call customer service after 6pm to get some help with the buses and none is there to answer the phones
get more drivers so you can driver later at night	have every bus have wifi
get rid of these survey , too personal	have it run an hour and #630 after the hour
give back 1/2 hour runs on Portland Rd.	have longer times on weekends and a bus route on the weekends in Keizer for routes 14 and 12
give free trips to anyone in cold weather that has a child	have more available times to route 40x
go back to being every 30 min not 1 an hour	have more bus stop with covered area
go back to bus 3 running every 1/2 hour please	have more maks available just in case
go back to every 15 minute rides	have routes 26 27 running on saturdays like they do on monday thru friday
go to salem center	
good customer service	
good job (2X)	
gov funding or / and a route to Eug	
gov support :)	

## QUESTION 25 - CONTINUED

### If you could name one thing to make Cherriots service better what would it be?

have subway trains because if we can build apartments everywhere the population can . to have subways in salem we have a good population now, it would serve well for those that work, etc.

have the #3 come every 15 mins or less

have the buses come more often on Sundays. a lot of customer service jobs are on Sundays otherwise i am very happy with our bus system.

have the busses be quieter

have the library loop in service again

having more buses like we did before the pandemic

higher seats

holiday / sunday service more often than once an hour

holiday service better weekend drivers no shortages

hopefully resume full service soon

I am a brain tumor survivor and i am forgetful sometimes sk the bus driver to be more courteous and patient

I am good

I am happy with my experience riding cherriots

I am so appreciated of your weekend service = thank you! i would add that your regional x buses leave after towns at least until 6pm. and 1/2 hour buses on sunday + #23 running on Sat. Thank you!

I appreciate that the bus runs on the weekends

I appreciate weekend service, thank you

I believe it's time we got rid of the face mask requirement. we can't keep living in fear forever

I don't have anything , maybe later night schedule

I don't know (X8)

I don't know what because I don't really ride the bus so i can't say anything that could change other then the service it is not the best

I dot not know it seems easy to ride as it is

I take the #13 3-5 days a week. It is a busy road. i feel it should run every half hour on weekdays and have a stop near Maron county addiction services

I think maybe waiting at the stops for a min

I think they have good service

I think you do a very nice job. just wish Sunday was twice an hour but I understand

I wish all routes would ran on the weekends and more often than just every hour because anything can and you can't pretend tomorrow and if something were to happen on the weekend for an example you are up Glen creek and have an emergency and need to take bus 27 or 26 you are ten unable to because that route does not operate on the weekends. then every hour on the hour is a little bit crazy also because you have to leave your home or reever you are int inconvenience because you have to leave sometimes hours ahead of time just to be sure you'll make it to your destination. so please every bus everyday and more often then every hour

I wish I could view the routes without going online

I would better the time scheduling

I would like them to run faster so I could get to place quicker. thank you!

## QUESTION 25 - CONTINUED

### If you could name one thing to make Cherriots service better what would it be?

I would develop an app first of all to make it easy to get real time into the next bus coming. i would have every bus sign for every bus stop have a 5 digit code that one could text that code to a designated # example: text stop number to 65213 to get next 3 times #1043 12th and lemon

I would love to route 27 on weekends

I would make an app or system to make riding the bus a more seamless process i guess

I would prefer that the bus would come every hour

I would say more bus drivers to help a lot of people be able to their destination as well as help employ people

if at least limited busses like lancaster , commercial , center, etc. could run earlier or even all day. it would help me for example i start work at 6am

if cherriots sold or gave masks i would greatly appreciate it

if driver is kind and friendly

if i could do one thing to make the service better i would

if it ran for another hour in the evening

if people stop putting their dirty shoes on the back rear seats it would probably look and feel cleaner

if the bus 3 ran more often

if the bus could run earlier in the morning and later on the evening

if you close to the bus stop (running) in the cold and rain please stop thanks.

increase routes.. why not a bus on riverroad sw?

if you could make route 4 come sooner. if i do not make one side on time i have to either wait an hour call a lyft, or go to the other side and try to figure out another route to work. thank you

increase service to every 15 minutes + later schedule past 10pm until 10 or 11pm

increase the number of buses on route 3

indicator lights at some stops so the driver doesn't pass by and not see you - some stops are blind

internet

it is a blessing!! thank you!!

it is awesome

it is fine and dandy, great job everyone

it is good (X3)

it is great

it is pretty good

it is very well but number 4 should go back to half hour not on the hour

it runs on sunday

it would be nice for the cherriots regional 40x and 45 to run 7 days a week and more often

it would be nice if the cherriots regional bus 40x ran 7 days a week and more often and longer

it would be nice if you ran later at night

it would be wonderful if people were required to fold up baby strollers instead of taking the handicap spots. children are not a "disability" thank you so much for your bus service!

it's better than most bus services in the other states i've been in!

it's all good ! I appreciate the bus service

## QUESTION 25 - CONTINUED

### If you could name one thing to make Cherriots service better what would it be?

it's been pretty good so far and I think it is great as it is

it's good enough

its just a little difficult getting anywhere with now much times is passing in between the bus times in m area to get downtown or their schedules for other buses are too untrustworthy at meeting areas

keep doing what you're doing. all seems well and it will continue to become much better

keep fake service dogs off the bus

keep it the same

keep later hours and make the paper schedules match the online schedules

keep moving forward next day after labor day i have been ride on any buses for 33 years

keep running

kinder drivers

kinder people this should be a community place! there are plenty of drivers & security that ignore u! martina in security is a wonderful example of what we need

kindness on some of busses drivers

KROC center have buses go there all week not just during week

later and increased route frequency 7 days a week

later bus hours

later bus service

later bus times/ service (come all up to 15 minute schedules)

later busses and sunday busses

later hours for bus #11

later hours would be great

later or all night, thank you for sunday service

later routes

later service (X2)

later service on number 6

later service I work full day and have to hurry and catch a bus if I miss it I am out of luck

later times at night

later times bus #11 headed north

less expensive plz

less expensive to ride Cherriots lift & shopping van / bus

less fair price

less than 1 hr waits for the next bus to come around

less wait time and better drivers that aren't rude

let everybody ride for free always!

let the buses go back to every 15 minutes

let there be drinks

let us on bus between drivers especially on routes before light or after dark in fall / winter / spring

lighting + shelters + heat at main all bus stops + garbage cans, vending service at transit center to provide hot /cold drinks + snacks for after hours + weekends porta potty available they have nice ones

lights at bus stops for the earlier darker days and signs for when someone is close to a bus stop know where it is exactly.

## QUESTION 25 - CONTINUED

If you could name one thing to make Cherriots service better what would it be?

- longer bus routes for Sunday service
- longer hours
- longer hours + saturday
- longer hours, 7 day a week
- longer hours, friendlier service
- longer service on sunday
- louder volume on stop announcements
- lower cost
- lower fare and more stops
- lower fare rates
- lower rates, and better customer care
- lter bus routes in the evenings
- make 8/18 bus more frequent
- make a day pass to include both intown day pass plus regional day pass
- make all routes 30 minutes at least the route #6 and 8
- make bus 16 run every 30 minutes / half hour
- make bus timing more consistent
- make busses every 30 minutes on 3+13
- make cover bus stops and come very mins
- make it easier to find the time that buses arrive
- make schedules more adjustable for students i am almost always late for school. thank you!
- make service free
- make sure passengers are seated before taking off
- make sure the buse are accommodating to the people with disabilities. we have seen some drivers show very little respect
- make the #13 be on time , update schedules at stops , make stops were visible at night
- make the 40x bus more frequent I have to show up 2 hours early for work
- make it worth people riding bus to where they need to go the location
- making better to know what times bus runs
- making sunday service like saturday service
- making the annual bus pass a bit cheaper
- making the bus stops more visible and lighting on the ones that don't have any
- making the connection points on time . b a free trolley would be nice
- maks are dumb as is covid and maybe the driver could bump the radio sometimes
- mask enforcement not as hot
- maybe a little jazz won't hurt anybody
- maybe a year pass
- maybe run until 11 pm :)
- maybe some music
- mess
- more accurate bus update
- more #4 needs more bus
- more 30 or 15 min locations and buses later buses
- more access bus on sundays
- more bike racks

## QUESTION 25 - CONTINUED

If you could name one thing to make Cherriots service better what would it be?

more bus and drivers longest sunday service

more bus drivers more bus

more bus friendly of driver

more bus routes on the weekend

more bus shelter during winter

more bus shelters at stops, with sit down options.  
very important!

more bus stops on routes maybe closer

more buses

more buses / drivers, more routes

more buses at father locations

more buses at night

more buses available at later times in the evening  
and during the weekend if possible

more buses because I have been on new flyer  
and i remember that 3 years ago that or DER  
failed i don't have any problem with buses

more buses in monmount

more buses more frequent than once an hour

more buses more often

more buses now

more buses on Sunday

more buses that are not gilligano , later service ,  
more drivers that are nicer

more busses, pick up every 15 mins. better  
treatment of disabled people

more clear on schedule change more

more cocations to south salem central

more comfortable seats

more comfortable seating, new buses are set up to  
cripple the disabled & elderly

more consider less irritation, less agitation

more convenient stops

more coved stops

more cover areas to bus stops

more covered bus stops please

more covered bus station

more drivers (X2)

more drivers / buses more routes

more drivers get back to old schedules, though I  
understand now that it is difficult times

more frequent on Sat and Sun

more frequent buses

more frequent buses cheaper faire / weekly passes

more frequent evening trips on 30x

more frequent on weekends / earlier in

more frequent pick up @ route closest to my home

more frequent routes

more frequent routes out of downtown 5:30pm all  
the 15 min use routes witch to 30 then to 50 i have  
to wait to 5:30 for 1st bus

more frequent bus stops (better staffing to do so )

more frequent scheduled buses

more frequent service on Portland Rd 3 or 23

more frequent service on Rt 13

more frequent shops on weekends



## QUESTION 25 - CONTINUED

If you could name one thing to make Cherriots service better what would it be?

- more frequent stops (X2)
- more frequent stops / routes
- more frequent stops for #3
- more frequent stops for pick up
- more frequent service rt 13
- more frequent stops
- more help
- more hires, so bus run normally
- more hour cap them back to 10 pm
- more hours but cap at 10pm or 11pm . everything else good for now
- more in between stops + different st .
- more often
- more padding on the seats, everyday service
- more places to sit while waiting for bus, especially at grocery stores, & more time points bus drivers should not be early even 30 seconds
- more punctual
- more regular trips
- more reliable have earlier service. i tried going to work on saturday and was late because google said there was a bus coming at 6:18am but there was a 7"18 am bus. the bus schedule isn't always reliable
- more rides on sundays
- more route at night
- more route at nights please
- more routes
- more routes at night
- more routes at night please
- more routes available for regional buses
- more routes for #3
- more routes more time, classical music with subliminal messages urging people to be kind
- more routes possibly and all 15 min between buses
- more runs on weekends
- more schedules (specially in the mornings and nights)
- more seats
- more security less fights
- more service (2X)
- more service more frequent service
- more service on sundays
- more service , ie. later @ night more times per hour
- more shelter / covers at stops throughout Salem & Silvertons
- more shelters
- more shelters and seats especially @ shopping areas buses not early to check points, 2 minutes later ok more time points for drivers
- more staff
- more stops (X2)
- more stops in certain areas
- more stops on 6
- more sunday
- more sunday buses
- more sunday route times
- more sunday service

## QUESTION 25 - CONTINUED

If you could name one thing to make Cherriots service better what would it be?

more than one time for croisan @ joseph	none (X3)
more than one time for the bus that comes to croisan @ Joseph	none at this time
more time of bus schedule s	none that i can think of
more time on weekend	nore frequent buses
more times for the buses	not a thing
more trips	not charge when covid is going on
more trips in an hour	not make it seems as if the driver is in a hurry
more weekend service	not sure I think it's great
more wifi	not sure right now. i'll let you now after i think about it
most all of the people that work there are kind	not wearing mask, wifi on board ( hard to breathe + reinforces antisocial behavior
move street like all the way and not each home stop route , thankful for all that you do for me	not wong with the service
more time slots	note sure is awesome thank you
music	nothing they are all good :)
music aboard	nothing you are the best, drivers are very courteous and professional
music and more buses	nothing (X21)
NA (X14)	nothing appreciate it
nicer drivers who we allowed to let you on the bus even though they may have moved 3 inches from the curb and that would stop at or wait at the stop when they see you coming from less than a hundred feet less than 50 steps	nothing at all I think their are doing a great job
no complaints	nothing everything is good
no complaints , cherriots has made all critical changes	nothing great service
no copping	nothing I can think of
no keep it as is	nothing I love your guys service keep it up
no maks (X5)	nothing I think they are great as it is
no notes :)	nothing it is great already
	nothing keep up the good work
	nothing really , it's simple and easy

## QUESTION 25 - CONTINUED

If you could name one thing to make Cherriots service better what would it be?

nothing right now. I think they are great

nothing the drivers & service have a always been great

nothing they are perfect and to run on sundays makes it better

nothing to add

nothing y'all are great

nothing you have awesome drivers

nothing, you guys are amazing and always friendly / helpful

nothing, you guys are doing a great job

now that Saturday / Sunday service is available can not think of anything more that is needed!

nto change the fare

number 3 come every 15-30 min

offering the bus for kroc center every 30 minutes on time (X2)

open the lobby for passengers to stay warm

option to leave bus pases for those who don't need them anymore

please have nicer drivers and go back to 30 min not once an hour

please send a bus up - down fisher rd please

plushier seats and slower breaking other than that it is pretty great

pls make an app, it is easier than google maps, so that if there are changes in time the passenger would know. thanks

portland bus 7 days pay with credit, change available

possibly having Sunday routes half hourly similar to Saturdays

post bus fare at common stops

price also bus driver exchange there manners

provide more buses with faster schedules

punctuality

punctuality + service frequency

purchase monthly passes online + mail to home, current service hours makes it difficult to purchase a monthly 1x pass

quick service better drivers friendly service

quicker arrive times

quietness and chill

quit pulling the bus out when a homeless handicap patron is knocking on the bus door it's happened twice at DTTC shame on you

radio music

rain shelters

raise both sided for scooters and mobility handicap devices

re stable the routes

rechargeable fare cars

reduce the waiting on route #2

reduced fare

reduced fare for college students

reduced fare for people like me sometimes i need a free lift, an I owe you be awesome

reduced fare for those who qualify for food stamps

reduced fare I'd ride more

## QUESTION 25 - CONTINUED

If you could name one thing to make Cherriots service better what would it be?

regulate arrival / departure times & more frequent route runs

reopen late night service and reduced wait time

reopen lobby.restrooms on sundays

restrooms open on sunday

return to fareless status for non-drivers

return to normal regular service (pre pandemic)

rid the mask and let people that have been vaccinated on the buys

riding the chriots butts to go to work

round the fare up/down to the dollar amount so I don't have to carry change

route #19 go to the target @ keizer station again. it takes a n extra 45 min wait time to travel 2 miles and 3 buses to go from home to target and back

route 13 comes every hr now. It would be nice if it was every 1/2 hr again

Route 16 running later. I have to uber part of the wya

route 4 more often

route time lists at bus stops

routes more connected / take less buses in one trip

routes that run only every 30 minutes should run more often for example the 3 and 13 buses like the 9 and 19 should be spaced apart to avoid arriving at stops at the same time

run #23 every 1/2 hour

run 2x per hour

run bus 23 on saturday and sunday

run every 1/2 instead of hourly all time

run every half hour

run every half hour on sunday at least

run late till 10 or 11 on weekends and every half hour at least or 15 minutes

run later

run later at night, free

run more frequently

run more often

run more often, have weekly bus pass trash can at bus stops , every bus stop be covered

sat + sunday be same as the week

seat belts fixed! ( been reported before)  
encourage people to use seat belts. friend got harmed in bus accident

secondary service

see people smile more

senior seating

service all the stops on the #8 on Sundays

service until midnight. i work swing shift and have to use taxi service as there is not sufficient late night service

service the stops near my house on Sundays also, mame with the stop at Barnes & commercial

service to dallas more frequent

service often 8 got stuck after ugen care and have been stuck with other unexpected like grocery line etc forgetting something etc

sheat service + people

shelter at more stops

shorter bus wait times, purchase face masks for if someone forgets their mask

## QUESTION 25 - CONTINUED

If you could name one thing to make Cherriots service better what would it be?

shorter wait time	sunday buses don't line up very well always end up waiting downtown
shorter waiting time	Sunday service (X6)
shorter waiting time at bus stops had to wait 30 mins at bus stop in rain	Sunday stops in South Salem on Boone Rd
slightly faster	talking to us
slightly more time between buses at the transit station, when I get off the 2 I watch the 21 leave	tell the driver treat people right
smell control	thank you (X2)
smile	thank you for the buses, James S. 3584 Anita Dr NE and I ride a bicycle and use the bus all the time
so far so good, could be sunnier	thank you for weeknd service
so glad you are doing Sundays now. later eve would be great	thank you for your service
some drivers being respectful, considerate to people with mental / physical disabilities	thank you for your services!!
some drivers can be nice with the passengers :)	thanks for sundays
some more	that there are enough bus drivers again to get the awesome time schedules
scan on montly bus passe at times the month passes to land and plastic	that was we don't have to wear mask. we need get everyone to get covid19 shots
stay running later thinking at lease 11pm or 10pm	the 4 more often
stop by the mission UGM	the drivers could pull closer to the curb on stops
stop changing times and schedules. the woman who gave me this form is really cute	the machines onto the buses could have change in case you don't have enough cash to pay the fare
stop smoother and smile. more hours, no vaccine!	the only thing I can think of are softer stops, but it's not that bad
stopping buses from passing stops early	the public restrooms in the transit mall approx time 7am in the morning are not available at that time in the morning. those people who are transferring have no where to use the restrooms. please do something about it .
student discount for those going to college not just youthy reduced	the seat at the bus is not clean most of the time so i would like to say it is better if the seat is clean enough
sundays all year long	
sunday / later service	

## QUESTION 25 - CONTINUED

### If you could name one thing to make Cherriots service better what would it be?

there's a couple of things but i hate complaining  
they good but they need to keep it up the good work

to be able to take debit card on the bus

to get full use of bus 4 , full service hours not short services

to get the weird crackheads off the bus and stop staring at me, and for them not to make comments on how i dress

to have more routes please

to make it safer somehow, there too many sketchy people going through and riding the bus is always afraid when riding that someone will try to follow me home

to make more stops closer to home

to us digital passes cards

train drivers to provide excellent customer service. train driver to drive with higher foot work on gas and breaks

transfer is so long

unsure

update yalls time schedules @ bus stops

very grateful for Cherriots! excellent, 5 stars

very satisfied as is

wait for people to sit down before moving the bus

waiting until passengers sit to start moving again

way for shopping for disabled with no other way

we glad you bring Cherriots service help people like us can't drive we really appreciate for things you guys done

week and weekend buses services until 12am will be great once an hour after 10pm

weekend service

weekends and midnight service for service industry people to get home

weekend until 11pm

west salem weekend service bus # 27, 26

when bus stops at transfer stops (chemera) if your new bus is there wait, let myself . they usually never wait

when a passenger is nearing the bus stop, stop for them

when it's cold let us get on the bus

wifi for people who are going to school can do homework while riding the bus

wifi on bus (X9)

would be nice if all drivers would acknowledge that the asked question 40x good , drivers need improvement

you are all doing great! Keep Saturday service

you guys are awesome

you guys should use a bus stop right there when you make a right on ryan drive that gravel are on ryan drive it would make it easy for people that work right there at those buildings right here.

you're all doing a great job

## QUESTION 25 - CONTINUED

If you could name one thing to make Cherriots service better what would it be?

### **SPANISH RESPONSES/ TRANSLATIONS**

buen servicio queda el servicio de la comunidad  
(good service remains community service)

mas autobuses (more buses)

nada todo exelente (nothing all excellent)

ninguno todo vien (none all ok)

por ahora no. estoy satisfacha con el trabajo que acen. Gracia (not for now. I am satisfied with the work they do. Thank you)

que pasen mas continuamente (more frequent stops)

que tengan dias gratis porque casi no hai trabajo ( free days because I don't have a job)

si dudeiאר pasar mas cerace de mi casa porque comino de noche y son 3 cuadras paro legar a mi casa (If you stop closer to my house, because I walk at night and it is 3 blocks to my house)

solo muchas gracias y gue sigam con su servicio y muchas gracias a todos por su excelente trabajo (just thank you very much and continue with your service and thank you all very much for your excellent work)

todo esta bien (X3) (everything's fine)

todo esta bien los choferes excelentes  
(everything is fine, excellent)



## APPENDIX A - QUESTION 6

Please list, in order, all of the buses you already rode or will ride to complete this trip:

The following tables show all the routes and connections made by riders.

1st Bus Route	2nd Bus Route	3rd Bus Route	# of Responses
2			27
2	3		2
2	3	13	1
2	4		5
2	4	5	1
2	4	9	1
2	4	11	2
2	5		2
2	5	2	3
2	5	7	1
2	6		2
2	7		4
2	7	4	1
2	8	3	1
2	8	7	1
2	9		1
2	11		12
2	11	2	1
2	11	3	1
2	11	12	2
2	11	21	2
2	13		1
2	13	3	1
2	16		1
2	17		2
2	17	13	1
2	18		5
2	18	2	2
2	18	6	1
2	18	8	1
2	19		7
2	19	2	1
2	19	11	1
2	20	7	1
2	21		9
2	23		1
2	40X		1
3			15
3	2		2
3	2	11	2
3	5		1
3	5	3	1
3	5	11	2
3	8		1
3	8	3	1
3	8	18	1

## APPENDIX A- QUESTION 6

Please list, in order, all of the buses you already rode or will ride to complete this trip:

1st Bus Route	2nd Bus Route	3rd Bus Route	# of Responses
3	8	21	1
3	9		1
3	11		1
3	11	2	3
3	11	5	3
3	11	13	2
3	11	19	1
3	13		3
3	13	9	1
3	13	11	2
3	13	16	1
3	13	21	1
3	16	11	1
3	17	2	1
3	18	8	1
3	19		2
3	19	3	2
3	19	9	3
3	21		4
3	21	13	1
3	30X	3	1
3	40X	45X	1
4			14
4	2	5	1
4	2	11	1
4	2		2
4	3		1
4	3	11	1
4	5	3	1
4	5	4	1
4	5	11	2
4	5		2
4	6		2
4	8		2
4	8	21	1
4	11		3
4	11	2	1
4	11	3	1
4	17		2
4	17	4	1
4	18	4	1
4	19		1
4	21		5
4	21	4	3
4	21	5	1
4	21	18	1
4	23	4	1

# APPENDIX A - QUESTION 6

Please list, in order, all of the buses you already rode or will ride to complete this trip:

1st Bus Route	2nd Bus Route	3rd Bus Route	# of Responses
4	23	5	1
5			28
5	1	8	1
5	2		3
5	2	3	2
5	2	4	1
5	2	11	1
5	2	12	2
5	3	3	1
5	3	21	1
5	4		2
5	4	11	1
5	7		1
5	7	11	2
5	8		6
5	11		5
5	11	4	1
5	11	5	1
5	11	19	1
5	13		2
5	17		3
5	17	5	1
5	17	14	1
5	18		2
5	18	5	1
5	18	21	1
5	19	21	1
5	19		5
5	21		4
5	21	2	2
5	21	3	1
5	21	8	1
5	21	18	1
5	21	40X	1
5	23	5	1
5	23	19	1
6			1
6	2		1
6	5	6	1
6	5	21	1
6	16		1
6	17		1
6	19		2
6	21		1
6	21	2	1
6	21	7	1
6	21	8	1

# APPENDIX A - QUESTION 6

Please list, in order, all of the buses you already rode or will ride to complete this trip:

1st Bus Route	2nd Bus Route	3rd Bus Route	# of Responses
6	21	18	1
6	40X		1
7			2
7	2		1
7	2	11	1
7	5		1
7	5	30X	1
7	9		1
7	17		2
7	19	5	1
7	19	9	1
7	21		1
7	21	6	1
7	21	7	2
7	40X		1
8			12
8	2		5
8	2	17	1
8	2	21	1
8	3		5
8	3	19	1
8	4		4
8	5		2
8	5	8	2
8	5	11	1
8	5	18	1
8	6		1
8	7		1
8	7	2	1
8	9		2
8	9	21	1
8	13		2
8	13	2	3
8	13	11	1
8	18		3
8	18	21	2
8	19		2
8	19	8	2
8	19	11	1
8	21		4
8	21	8	1
8	21	18	1
8	21	19	1
8	23	9	1
8	30X	18	1
8	40X		1
9			8

## APPENDIX A - QUESTION 6

Please list, in order, all of the buses you already rode or will ride to complete this trip:

1st Bus Route	2nd Bus Route	3rd Bus Route	# of Responses
9	2		2
9	2	9	1
9	4		1
9	5		3
9	5	19	2
9	6		1
9	7		1
9	8		1
9	11	19	1
9	11	21	1
9	12	2	1
9	13		1
9	13	8	1
9	16	2	1
9	17	9	1
9	18		1
9	18	8	1
9	18	21	1
9	19		5
9	19	21	1
9	21		1
9	21	3	1
11			28
11	2		5
11	2	3	1
11	2	16	1
11	2	18	1
11	2	21	4
11	3		4
11	3	2	2
11	3	6	1
11	3	13	1
11	4		5
11	4	5	1
11	5		2
11	5	4	1
11	5	19	2
11	5	23	1
11	6	4	1
11	7	21	1
11	8		1
11	12	2	1
11	13		1
11	13	8	1
11	14		3
11	17	2	1
11	19		3

## APPENDIX A - QUESTION 6

Please list, in order, all of the buses you already rode or will ride to complete this trip:

1st Bus Route	2nd Bus Route	3rd Bus Route	# of Responses
11	19	9	1
11	19	11	1
11	21		1
11	21	3	1
11	23		1
11	23	11	1
12	2		1
12	2	3	1
12	3	21	1
12	5	2	1
13			8
13	2		3
13	2	19	1
13	3	2	1
13	3	12	1
13	3	13	1
13	4		1
13	4	13	1
13	4	21	1
13	5	11	1
13	7	13	1
13	8		1
13	8	18	1
13	9	3	1
13	11		1
13	11	5	1
13	12	19	1
13	16		1
13	17		2
13	18		2
13	18	8	1
13	19		2
13	19	9	1
13	19	13	1
13	21		3
13	21	13	1
13	40X		1
14			1
14	11		2
14	19		1
14	19	11	1
14	19	23	1
14	23	13	1
16			2
16	2		3
16	11		1
16	13		3

# APPENDIX A - QUESTION 6

Please list, in order, all of the buses you already rode or will ride to complete this trip:

1st Bus Route	2nd Bus Route	3rd Bus Route	# of Responses
16	17	2	1
16	17	16	1
16	19		2
16	21	6	1
16	21	16	2
16	21		1
17			15
17	2		7
17	2	11	3
17	3		1
17	5		5
17	5	3	1
17	5	11	1
17	5	17	4
17	7	17	1
17	8		3
17	8	17	1
17	9		1
17	9	17	1
17	13		3
17	13	5	1
17	16		1
17	17		1
17	18		3
17	18	17	1
17	19	17	1
17	21		5
17	21	4	1
17	21	5	1
17	21	17	2
17	21	26	2
17	23	3	1
17	23	17	1
17	26		1
17	27	5	1
17	27	26	1
18			3
18	2		1
18	2	5	1
18	3		1
18	5		1
18	5	11	1
18	7	21	1
18	8		1
18	8	21	1
18	13	8	1
18	17		1



# APPENDIX A - QUESTION 6

Please list, in order, all of the buses you already rode or will ride to complete this trip:

1st Bus Route	2nd Bus Route	3rd Bus Route	# of Responses
18	19		3
18	19	8	1
18	21		3
18	21	4	1
18	21	8	1
18	21	18	2
18	23		1
18	23	21	1
18	40X		1
19			49
19	2		3
19	3	13	1
19	3	16	1
19	4		1
19	5		4
19	5	11	3
19	6		1
19	7		1
19	7	3	1
19	8		2
19	8	18	1
19	9		2
19	9	5	1
19	9	11	1
19	9	19	1
19	9	21	3
19	11		4
19	11	2	4
19	11	3	1
19	11	4	1
19	11	5	1
19	11	14	1
19	11	19	2
19	13		3
19	13	12	1
19	14		2
19	14	7	1
19	14	19	1
19	16		1
19	16	19	1
19	17		6
19	17	19	2
19	18		3
19	21		4
19	21	19	3
19	23	5	1
19	23	13	1

# APPENDIX A - QUESTION 6

Please list, in order, all of the buses you already rode or will ride to complete this trip:

1st Bus Route	2nd Bus Route	3rd Bus Route	# of Responses
19	40X		1
21			60
21	2		7
21	2	5	4
21	2	13	1
21	2	21	1
21	3		1
21	3	2	1
21	3	5	1
21	3	13	1
21	3	21	1
21	4		8
21	5		8
21	5	11	1
21	5	19	1
21	5	23	1
21	6		4
21	7		3
21	8		3
21	8	11	1
21	8	9	2
21	9		3
21	9	21	1
21	11		2
21	13		4
21	13	3	1
21	13	21	1
21	16		1
21	17		2
21	17	27	1
21	18		2
21	19		1
21	21	14	1
21	21	19	2
21	23		2
21	23	21	1
21	40X		1
23			4
23	3		1
23	3	2	1
23	4		3
23	4	23	1
23	5	21	1
23	7	21	1
23	8	5	1
23	9		2
23	13	3	1

## APPENDIX A - QUESTION 6

Please list, in order, all of the buses you already rode or will ride to complete this trip:

1st Bus Route	2nd Bus Route	3rd Bus Route	# of Responses
23	16		1
23	17		1
23	19		1
23	21		3
26	16	17	1
26	17	21	1
27	17		1
27	17	5	1
27	17	19	1
27	17	21	2
27	17	27	1
27	27		1
27	40X		1
1X			4
1X	11	12	1
1X	17	18	1
10X			3
10X	3		2
10X	7	2	1
10X	11		1
20X	8		1
30X			2
30X	13	2	1
40X			7
40X	2		2
40X	4		1
40X	4	5	1
40X	5		3
40X	5	2	1
40X	5	11	1
40X	5	40X	1
40X	11	2	1
40X	17		1
40X	18	8	1
40X	19	40X	1
40X	23		2
40X	45X	5	1
60X			1

# APPENDIX B

## SURVEY - ENGLISH



### Bus Passenger Survey 2021

*Dear Rider: Cherriots thanks you for riding. In order to plan for improved ways to serve you, we need your help. Please take a moment to fill out this survey – Thank you for your time!*

**1. Please provide either your home address or the city and cross streets nearest your home?**

**2. What bus route are you riding now? (Please check one and indicate the route number where available)**

1Cherriots Local 2Regional Route; Please select Route#\_\_\_\_\_

**3. Where did you begin this bus trip?** 1Home 2Workplace 3Retail store 4School/college where I'm a student 5Other \_\_\_\_\_

**4. Please provide either the address or city and nearest cross streets for the location you listed in question #3** \_\_\_\_\_

**5. How did you get to the bus stop to board this bus?** 1Walked 2Carpooled/Vanpooled 3Rode a bicycle\* (\*Did you place your bike on the bus? 4Yes 5No) 6Used a wheelchair or other mobility device 7Got dropped off 8Drove to Park and Ride 9Used a Taxi /Uber/ Lyft 10Other\_\_\_\_\_

**6. Please list, in order, all of the buses you already rode or will ride to complete this trip:**

1st bus (Route # or name): \_\_\_\_\_

2nd bus (Route # or name): \_\_\_\_\_

3rd bus (Route # or name): \_\_\_\_\_

**7. Where are you going?** 1Home 2Workplace 3Retail store 4School/college where I'm a student 5 Other \_\_\_\_\_

**8. Please provide either the address or city and nearest cross streets for the location you listed in question # 7** \_\_\_\_\_

**9. How did you pay your fare for this trip (check one)?**

	Cash (One-Ride)	Day Pass	Local 30-Day Pass	Regional Month Pass	Annual Pass	Universal Month Pass	Group Pass
Cherriots Local Full Fare	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	N/A	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Cherriots Local Reduced Fare	7 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>	N/A	10 <input type="checkbox"/>	11 <input type="checkbox"/>	12 <input type="checkbox"/>
Cherriots local Youth Fare	13 <input type="checkbox"/>	14 <input type="checkbox"/>	15 <input type="checkbox"/>	N/A	16 <input type="checkbox"/>	17 <input type="checkbox"/>	18 <input type="checkbox"/>
Cherriots Regional Full Fare	19 <input type="checkbox"/>	20 <input type="checkbox"/>	N/A	21 <input type="checkbox"/>	22 <input type="checkbox"/>	23 <input type="checkbox"/>	24 <input type="checkbox"/>
Cherriots Regional Reduced Fare	25 <input type="checkbox"/>	26 <input type="checkbox"/>	N/A	27 <input type="checkbox"/>	28 <input type="checkbox"/>	29 <input type="checkbox"/>	30 <input type="checkbox"/>
Cherriots Regional Youth Fare	31 <input type="checkbox"/>	32 <input type="checkbox"/>	N/A	33 <input type="checkbox"/>	34 <input type="checkbox"/>	35 <input type="checkbox"/>	36 <input type="checkbox"/>
Cherriots Regional Route 1X Full Fare	37 <input type="checkbox"/>	N/A	N/A	N/A	N/A	38 <input type="checkbox"/>	N/A
Cherriots Regional Route 1X Reduced/Youth Fare	39 <input type="checkbox"/>	N/A	N/A	N/A	N/A	40 <input type="checkbox"/>	N/A
Group Fare	N/A	N/A	N/A	N/A	N/A	N/A	41 <input type="checkbox"/>

**TURN OVER**



# APPENDIX B

## SURVEY - ENGLISH

10. After getting off your LAST bus on this trip, how will you get to your final destination? 1Walked 2Carpooled/Vanpooled 3Ride a bicycle 4Used a wheelchair or other mobility device 5Get picked up in a car 6Drive 7Use a Taxi /Uber/ Lyft 8Other\_\_\_\_\_

11. What is the purpose of your transit trip today? 1Go home 2Go to work 3Student going to college;\* (Which one? 4Chemeketa CC 5WOU 6Willamette U. 7Other\_\_\_\_\_ ) 8Student going to school (K-12) (Which one?\_\_\_\_\_ ) 9Medical/dental appointment 10Shopping/errands 11Entertainment/recreation 12Social activities 13Other\_\_\_\_\_

12. Do you have a valid driver's license? 1Yes 2No

13. Do you have a vehicle you could have used to make this trip either as the driver or as a passenger? 1Yes 2No

14. How often do you ride the bus? 1Less than once/week 21-3 days/week 34-5 days/week 46-7 days/week

*The following questions are voluntary, but will help us meet the needs of future riders:*

15. What is your race/ ethnicity? (mark all that apply) 1African-American/ Black 2Indigenous Peoples of the Americas / Alaska Native 3Native Hawaiian/ Pacific Islander 4Asian 5Hispanic/ Latino 6Caucasian/ White 7Prefer not to say

16. What is your gender? 1Female 2Male 3Non-binary 4Prefer not to say

17. What is your Age? 1under 17 218 to 24 325 to 34 435 to 44 545 to 54 655 to 64 765 or older 8Prefer not to say

18. How many people live in your household, including yourself? 1 2 3 4 5 6 7 8 or more

19. Current employment status: 1Employed Full Time 2Employed Part Time 3Not currently employed - Not seeking employment 4Not currently employed - Seeking employment 5Student 6Homemaker/ Caregiver 7Retired

20. Are you a student? (check one) 1Yes, full-time college 2Yes, part-time college 3Yes, high school 4Yes, middle school 5Yes, Elementary school 6No.

21. If you are a college student, which college? 1Chemeketa CC 2Willamette U. 3WOU 4Other\_\_\_\_\_

22. Language primarily spoken in home? 1English 2Español 3Русский 4Other\_\_\_\_\_

23. How well do you speak English? 1Very well 2Well 3Not well 4Not at all

24. What was the annual gross income for your household before taxes in 2020? This is the combined income of everyone in your household, whatever the source. (check one): 1Less than \$25,000 2\$25,000 to \$34,999 3\$35,000 to \$44,999 4\$45,000 to \$54,999 5\$55,000 to \$74,999 6\$75,000 to \$99,999 7\$100,000 or above 8Don't know 9Prefer not to say

25. If you could name one thing to make Cherriots service better, what would it be?

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*Thank you for participating in the survey!*



# APPENDIX B

## SURVEY - SPANISH



### Encuesta a los pasajeros de autobuses 2021

Estimados Pasajeros: Cherriots les da las gracias por usar el autobús. Con el fin de planificar formas mejores de servirle necesitamos su ayuda. Por favor tome un momento para completar esta encuesta. ¡Gracias por su tiempo!

1. Proporcione la dirección de su casa o la ciudad y cruce las calles más cercanas a su hogar:

\_\_\_\_\_

2. ¿Qué ruta de autobús está utilizando actualmente? (Marque uno e indique el número de ruta también)

1  Cherriots Local 2  Ruta regional; Por favor diga el número de ruta \_\_\_\_\_

3. ¿Dónde comenzaste este viaje en autobús? 1  Casa 2  Trabajo 3  Tienda al por menor 4  Escuela / universidad donde soy estudiante 5  Otro \_\_\_\_\_

4. Proporcione la dirección o la ciudad y las calles transversales más cercanas a la ubicación que indicó en cuestión #3 \_\_\_\_\_

5. ¿Cómo llegaste a la parada del bus para abordar este bus? 1  Caminando 2  Compartido / Vanpooled 3  Montó en bicicleta \* (\* ¿Pusiste tu bicicleta en el autobús? 4  Si 5  No) 6  Usó una silla de ruedas u otro dispositivo de movilidad. 7  me dejaron 8  Manejé hasta estacionar y montar 9  Usó un taxi / Uber / Lyft 10  Otro \_\_\_\_\_

6. Enumere, en orden, todos los autobuses que ya tomó o viajará para completar este viaje:

1er autobús (Ruta # o nombre): \_\_\_\_\_

2do autobús (Ruta # o nombre): \_\_\_\_\_

3er autobús (Ruta # o nombre): \_\_\_\_\_

7. ¿Adónde vas? 1  Casa 2  Trabajo 3  Tienda al por menor 4  Escuela / universidad donde soy estudiante 5  Otro \_\_\_\_\_

8. Proporcione la dirección o la ciudad y las calles transversales más cercanas a la ubicación que indicó en cuestión # 7 \_\_\_\_\_

9. ¿Cómo pagó su tarifa para este viaje (marque uno)?

	Efectivo (Un viaje)	Pase diario	Local Pase de 30 días	Pase de mes regional	Annual Pase	Pase mensual universal	Pase de grupo
Cherriots tarifa completa local	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	N/A	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
Cherriots tarifa reducida local	7 <input type="checkbox"/>	8 <input type="checkbox"/>	9 <input type="checkbox"/>	N/A	10 <input type="checkbox"/>	11 <input type="checkbox"/>	12 <input type="checkbox"/>
Cherriots tarifa juvenil local	13 <input type="checkbox"/>	14 <input type="checkbox"/>	15 <input type="checkbox"/>	N/A	16 <input type="checkbox"/>	17 <input type="checkbox"/>	18 <input type="checkbox"/>
Cherriots tarifa completa regional	19 <input type="checkbox"/>	20 <input type="checkbox"/>	N/A	21 <input type="checkbox"/>	22 <input type="checkbox"/>	23 <input type="checkbox"/>	24 <input type="checkbox"/>
Cherriots tarifa regional reducida	25 <input type="checkbox"/>	26 <input type="checkbox"/>	N/A	27 <input type="checkbox"/>	28 <input type="checkbox"/>	29 <input type="checkbox"/>	30 <input type="checkbox"/>
Cherriots tarifa juvenil regional	31 <input type="checkbox"/>	32 <input type="checkbox"/>	N/A	33 <input type="checkbox"/>	34 <input type="checkbox"/>	35 <input type="checkbox"/>	36 <input type="checkbox"/>
Cherriots ruta regional 1X tarifa completa	37 <input type="checkbox"/>	N/A	N/A	N/A	N/A	38 <input type="checkbox"/>	N/A
Cherriots ruta regional 1X Tarifa reducida / para jóvenes	39 <input type="checkbox"/>	N/A	N/A	N/A	N/A	40 <input type="checkbox"/>	N/A
Tarifa de grupo	N/A	N/A	N/A	N/A	N/A	N/A	41 <input type="checkbox"/>

TURN OVER



# APPENDIX B

## SURVEY - SPANISH

10. Después de bajarse de su ÚLTIMO autobús en este viaje, ¿cómo llegará a su destino final? 1  Caminando 2  Compartido / Vanpooled 3  Montó en bicicleta 4  Usó una silla de ruedas u otro dispositivo de movilidad 5  ser recogido en un coche 6  conducir 7  Usó un taxi / Uber / Lyft 8  Otro \_\_\_\_\_

11. ¿Cuál es el propósito de su viaje de tránsito hoy? 1  Vete a casa 2  Ir al trabajo 3  Estudiante que va a la universidad;\* (¿Cuál? 4  Chemeketa CC 5  WOU 6  Willamette U. 7  Otro \_\_\_\_\_) 8  Estudiante que va a la escuela (K-12) (¿Cuál? \_\_\_\_\_) 9  Cita médica / dental 10  Compras / recados 11  Entretenimiento/recreación 12  Actividades sociales 13  Otro \_\_\_\_\_

12. ¿Tiene una licencia de conducir válida? 1  Sí 2  No

13. ¿Tiene un vehículo que podría haber utilizado para realizar este viaje como conductor o como pasajero? 1  Sí 2  No

14. ¿Con qué frecuencia usted monta el autobús? 1  Menos de una vez a la semana 2  1-3 días / semana 3  4-5 días / semana 4  6-7 días / semana

Las siguientes preguntas son voluntarias, pero nos ayudaran a satisfacer las necesidades de los pasajero:

15. ¿Cuál es su raza/Origen étnico? (Marque todo lo que aplica) 1  Afroamericano o Negro 2  Indio Americano o Nativo de Alaska 3  Hawaiano Nativo o de las Islas del Pacífico 4  Asiático 5  Hispánico/ Latino 6  Blanco o Caucásico 7  Prefiere no decir

16. ¿Cuál es su género? 1  Mujer 2  Hombre 3  No-binario 4  Prefiere no decir

17. ¿Qué edad tiene? 1  menores de 17 2  18 to 24 3  25 to 34 4  35 to 44 5  45 to 54 6  55 to 64 7  65 años o más 8  Prefiere no decir

18. ¿Cuánta gente, usted incluido, vive en su hogar?  1  2  3  4  5  6  7  8 mas

19. Situación laboral actual: 1  Empleado tiempo completo 2  Tiempo parcial 3  Actualmente no trabaja – No busca empleo 4  Actualmente no trabaja – Está buscando empleo 5  Estudiante 6  Ama de casa / Cuidador 7  Retirado

20. ¿Eres estudiante? (marque uno) 1  Si, universidad tiempo completo 2  Si, universidad tiempo parcial 3  Si, escuela preparatoria 4  Si, escuela secundaria 5  Si, escuela primaria 6  No

21. ¿Si eres estudiante a qué Universidad vas? 1  Chemeketa CC 2  Willamette U. 3  WOU 4  Otro \_\_\_\_\_

22. ¿El lenguaje que hablan en casa? 1  Inglés 2  Español 3  Русский 4  Otro \_\_\_\_\_

23. ¿Qué tan bien hablas inglés? 1  Muy bien 2  Bien 3  No tan bien 4  No hablo Inglés

24. ¿Cuál fue el ingreso bruto familiar anual antes de los impuestos en 2020? Este es el ingreso combinado de cada persona que vive en su hogar, independientemente del origen. (marque uno) 1  Less than \$25,000 2  \$25,000 to \$34,999 3  \$35,000 to \$44,999 4  \$45,000 to \$54,999 5  \$55,000 to \$74,999 6  \$75,000 to \$99,999 7  \$100,000 or above 8  No sabe 9  Prefiere no decir

25. Si pudiera nombrar una cosa para que Cherriots servicio mejore, ¿cuál sería?

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Thank you for participating in the survey!







**ZILO**  
INTERNATIONAL GROUP



## BOARD MEETING MEMO

Agenda Item VIII.B

**To:** Board of Directors  
**From:** Allan Pollock, General Manager  
**Date:** September 28, 2023  
**Subject:** General Manager Performance Evaluation

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### **ISSUE**

Shall the Board complete the general manager performance evaluation and compensation change process?

### **BACKGROUND AND FINDINGS**

In accordance with Board Policy 116 the Board of Directors is responsible for evaluating the performance of the general manager. In addition to the evaluation the Board shall give consideration to any change in the general manager's compensation package.

In June 2023 the general manager completed a self-evaluation which was shared with the Board. The Board completed individual performance evaluations and the Chief Human Resources Officer prepared a composite performance evaluation. At the July 2023 board meeting the board held an executive session to review the composite results.

The Board met again, in executive session, on September 14, 2023 to continue the review of the composite performance evaluation and to formulate a potential compensation adjustment.

### **FINANCIAL IMPACT**

The FY 2024 budget has allocated funds in the general manager's division for a potential compensation adjustment.

### **RECOMMENDATION**

None

### **PROPOSED MOTION**

None



## BOARD MEETING MEMO

Agenda Item IX.A

**To:** Board of Directors  
**From:** Karen Garcia, Security and Emergency Management Manager  
David Trimble, Deputy General Manager  
**Thru:** Allan Pollock, General Manager  
**Date:** September 28, 2023  
**Subject:** FY 2023 Security and Emergency Management Report

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### **ISSUE**

Shall the Board receive the FY 2023 Security and Emergency Management Report?

### **BACKGROUND AND FINDINGS**

Each fall, the Board receives the annual report on the Districts security and emergency management activities, provided by District staff, City of Salem Police, Allied Universal, PPC Solutions, Inc. and DPI Security. Karen Garcia, Security and Emergency Management Manager will present the report as shown in **Attachment A**.

### **FINANCIAL IMPACT**

None.

### **RECOMMENDATION**

None. For Informational purposes only.

### **PROPOSED MOTION**

**None. For Informational purposes only.**

# Security and Emergency Management Report FY 2022-23

Board Meeting – September 28, 2023

Karen Garcia  
Security and Emergency Management Manager



## Multi-Agency Security Team



DPI SECURITY



## Security Team Responsibilities

- Provide information about Cherriots services
- Respond to safety and security concerns
- Analyze security statistics and enhance public safety efforts
- Ensure a strong presence to deter unwanted activities
- Develop policies and procedures which help to ensure the safety and security of people, facilities, and other assets
- Enforce regulations and ordinances on all District properties
- Maintain a safe environment for all stakeholders

## Private Security Provider

**Allied Universal Security July 2022-May 2023**  
**PPC Solutions Inc. June 2023**

- State certified, unarmed security professionals
- Staff both transit centers during all hours of local service
- Provide World Class Customer Experience to employees and riders
- Assist riders in using Cherriots services
- Provide a visible security presence
- Respond to a variety of incident types
- Responsible for ordinance enforcement and exclusions
- Request police, as needed, for law violations or assistance with complex situations



## **Private Security Provider**

### **The DPI Group (DePaul Industries)**

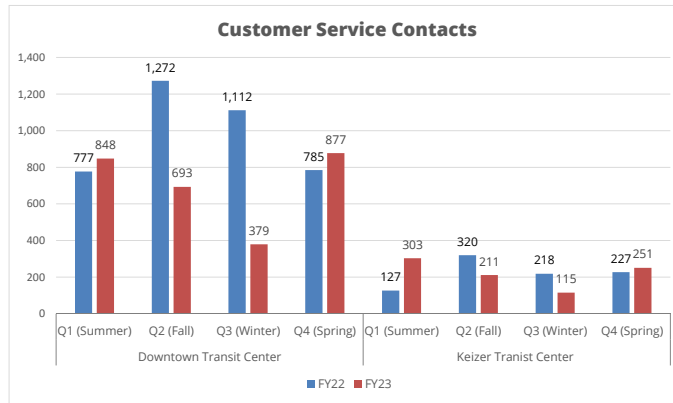
- State certified, unarmed security professionals
- Staff the Del Webb Operations Headquarters
- Provide coverage 24 hours per day, 7 days per week
- Provide a visible security presence
- Primarily responsible for monitoring access to the property
- Respond to incidents as requested
- Request police, as needed, for law violations or assistance with complex situations



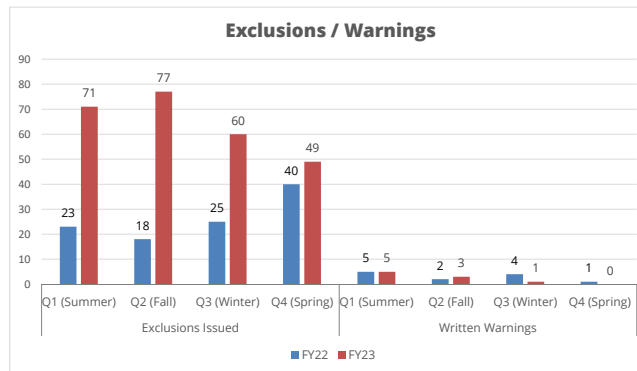
## **Memorandum of Understanding**

### **Salem Police Services**

- Salem PD provides a liaison officer assigned as the point of contact
- Facilitate information and evidence exchanges related to investigations
- Close coordination to manage incident activity at the Downtown Transit Center (DTC)
- Collaboration related to community challenges, youth needs and access to social services for those in need
- Community stakeholder and partner aiming to enhance livability in the downtown core
- The Willamette Valley Communication Center will be contacted if a police response is needed
- Cherriotics will continue to be a valuable partner by providing District resources to aid in criminal investigations, as well as provide transportation education and resources to police officers



**Customer Service Contacts:** Assisting with route information, directions, etc.



**Exclusions**

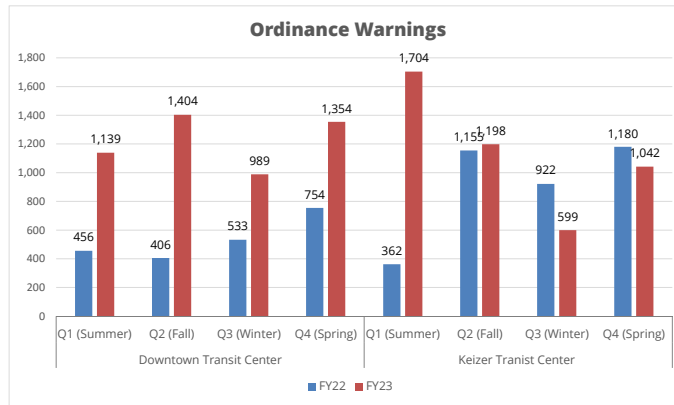
Disorderly Conduct (yelling, cursing, threatening), Trespassing, Loitering, Drug and Alcohol Violations, Theft, etc.

**Warnings**

Safety Violations, Solicitation, etc.

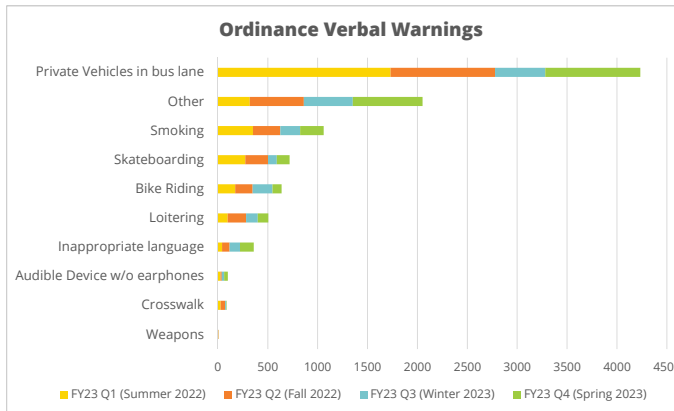
As overall ridership and youth ridership have increased, we have seen a rise in unwanted behavior, resulting in significantly more exclusion than in FY22.





**Public education of rider behavior expectations.** Compliance for personal safety and comfort of other customers, including mask and physical distancing expectations.

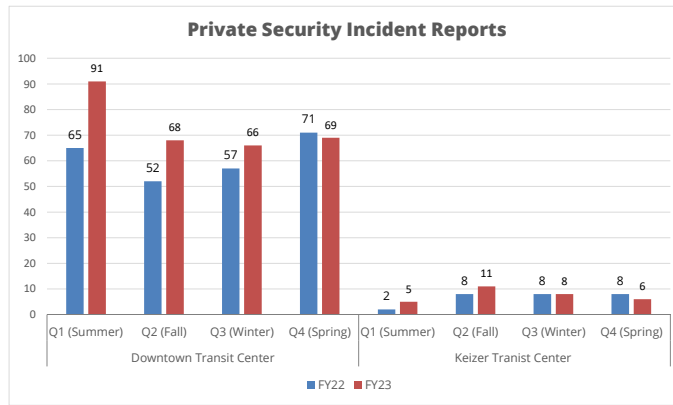
There was a significant increase at KTC in Q1 from FY22 to FY23 caused by security being asked to contact individuals driving private vehicles in the bus lane in August 2021.



You can see the high numbers of private vehicles entering the bus lane at KTC. Staff have taken steps to mitigate the risk of collision this presents, but it continues to be a concern.

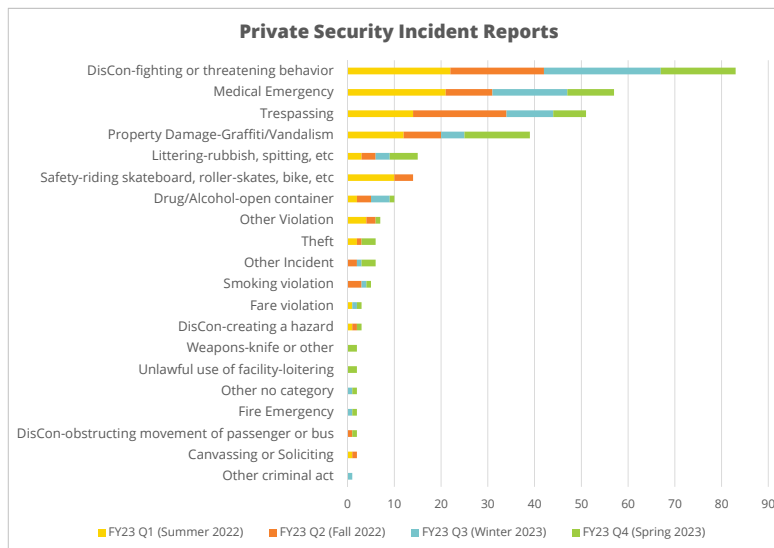
**“Other” category includes:** solicitation or panhandling, loud music, rough housing, spitting, etc.

Smoking where prohibited and bike riding/skateboarding are consistently high on the list each year.



**Incident reports generated by our security services contractor only:**  
 Does not include Transit Operator reports  
 Does not include incidents with police involvement

Any unusual incident: Graffiti, Vandalism, Medical Aid, Disorderly Conduct, etc.



## MOST COMMON INCIDENTS

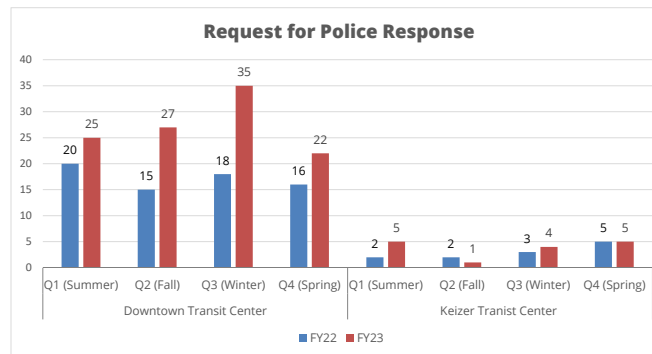
- The top three types of incidents in FY22 were medical emergency, graffiti/vandalism and disorderly conduct.

- In FY23, the most common incidents were as follows:

- Disorderly Conduct – 83 (58 in FY22)
- Medical Emergency – 57 (64 in FY22)
- Trespass – 51 (7 in FY22)

Most trespass cases were previously reported to Salem PD and were not included in the private security incident reports. Many of these incidents are repeat trespass offenders.

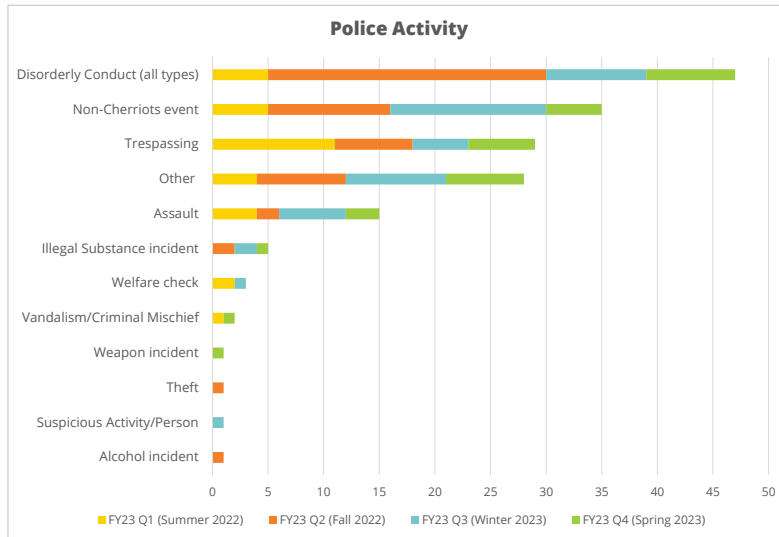
- Graffiti/Vandalism – 39 (59 in FY22)



**Primarily:** Salem PD

**Occasionally:** Keizer Police Department, Marion County Sheriff's Office, or other law enforcement agency

Unlawful activity on High St. sidewalk, adjacent to the DTC, increased significantly during FY23, resulting in more calls for police response.



## POLICE ACTIVITY

- **The most common types of activities are fairly consistent from year-to-year.**
- **There was an increase in calls for police assistance this year, 101 in FY22 and 168 in FY23:**
  - Disorderly Conduct – 47 (24 in FY22)
  - Non-Cherriots – 35 (23 in FY22)
  - Trespassing – 29 (16 in FY22)
  - Other – 28 (16 in FY22)

## **DISORDERLY CONDUCT – UNRULY OR UNWANTED BEHAVIOR**

Unruly and threatening behavior, private security and law enforcement incidents combined, increased significantly in comparison to last year, with 91 in FY22 and 145 in FY23. This total does not include Incident Reports from Transit Operators.

Of all incident reports District wide, 28 involved assaultive behavior (physical contact made), a increase from 9 in FY22.

- 24 were between private citizens, either at the DTC or onboard a bus.
- 3 involved Cherriots employees. 1 involved a contract security officer.

## **DPI SECURITY**

- **On-site security at the Del Webb Operations Headquarters.**
- **There were 10 incidents reported during FY23, down from 27 in FY22.**
- **The most common type of incidents were as follows:**
  - Unauthorized Person and Unauthorized Vehicle on the property



## NATIONAL TRANSIT DATABASE

### New Reporting Requirement

- **Beginning April 1, 2023, agencies are required to report to the NTD any assaults, physical or non-physical, against transit operators or other transit workers**
- **Physical assaults involve physical contact with the transit worker.**
- **Non-Physical assaults could include threats or intimidation that do not result in any physical contact with the transit worker.**
  
- April: no reportable events
- May: 1 physical assault against a transit operator
- June: 3 non-physical assaults against a transit operator



## SYSTEM SECURITY INITIATIVES

- Security Committee
  - In February 2022, an internal safety and security workgroup was established comprised of various internal team members with an emphasis on frontline staff.
  - At the end of CY23, the role of the workgroup was transitioned to the Cherriotics Safety Committee. The members of the Safety Committee comprise the Cherriotics Security Committee.
  - The committee meets monthly to review security concerns and make recommendations to leadership in an effort to improve security for the transit system, employees and riders.
- Agency Safety Plan updates to address internal actions to reduce security risks



## SYSTEM SECURITY INITIATIVES

- Enhance agency-wide security training, to include de-escalation and awareness skills for all public facing staff
- Increase stakeholder coordination by facilitating quarterly meetings to address common concerns and propose viable solutions
- Work with our new private security provider to deliver a trusted and reliable security presence
- Expand upon existing relationships to develop alternative approaches to addressing behavioral issues
- Publish System Safety and Security campaigns to inform and educate riders and members of the public



## EMERGENCY PLANNING ACTIVITIES

- **A number of emergency planning activities have taken place over the past year.**
  - Earthquake Preparedness:
    - In October 2022, Cherriots participated in the Great Shake Out, a world-wide earthquake preparedness exercise.
    - Earthquake education and preparedness presentations and exercises were held at all three facilities.



## **EMERGENCY PLANNING ACTIVITIES**

- Facility evacuation preparedness:
  - Various communications exercise have been conducted at Courthouse Square. These exercises provided an opportunity for Cherriots Floor Monitors and Incident Commanders to practice their emergency response communication skills. Periodically, the exercises include collaboration with Marion County staff.
  - Presentations are provided to staff to provided best practices and safe evacuation procedures for all Cherriots facilities.

## **EMERGENCY PLANNING ACTIVITIES**

- Continuity of Operations Refresh Project
  - In August 2022, a COOP refresh project kick-off event was held, which included training and exercise material to prepare staff for the long process of refreshing the agency wide COOP
  - Phase 1 was the People Component. This phase included updating all staff information, delegation of authority and succession plans.
  - Phase 2 followed with the Essentials, which included updates to all essential functions, facilities and listing of resources and records.
  - Phase 3 encompassed the Ancillaries, which included access and security of facilities as well as communication and alert systems.
  - The last phase will include an exercise to test the new plan and help leadership prioritize and address gaps in preparedness.

## EMERGENCY PLANNING ACTIVITIES

- Staff Preparedness Campaigns
  - In 2022, the Resolve to Be Ready campaign informed staff of actions they could take to prepare for emergencies and disasters.
  - In January 2023, the Get Ready Be Ready campaign was launched to enhance staff preparedness.
  - Each month the campaign offers information on a unique preparedness topic. The goal is to encourage improved personal and family preparedness.

## EMERGENCY PLANNING INITIATIVES

- Formalize response procedures through development of a comprehensive Emergency Operations Plan
- Annual Exercise Plan
  - Develop plans, train staff, conduct drills and exercises, evaluate and improve
  - Inclement weather, earthquake, power outage, fire, system security emergencies like suspicious package and community threat
  - Engage community partners, to include City of Salem, Marion County, Fire Departments
- Battery Electric Bus disaster response
  - Train internal staff and local responders on new technology



## BOARD MEETING MEMO

Agenda Item IX.B

**To:** Board of Directors  
**From:** Tom Dietz, Chief Operations Officer  
David Trimble, Deputy General Manager  
**Thru:** Allan Pollock, General Manager  
**Date:** September 28, 2023  
**Subject:** Battery Electric Bus Project Update Report

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### ISSUE

Shall the Board receive the Battery Electric Bus Project Update Report?

### BACKGROUND AND FINDINGS

After a year of work, the Operations division is pleased to present an update on the progress for the District's Battery Electric Bus project. The details of this update come from District staff, partner agencies, and contracted partners. Tom Dietz, Chief Operations Officer will present the report as shown in **Attachment A**.

### FINANCIAL IMPACT

None.

### RECOMMENDATION

None. For Informational purposes only.

### PROPOSED MOTION

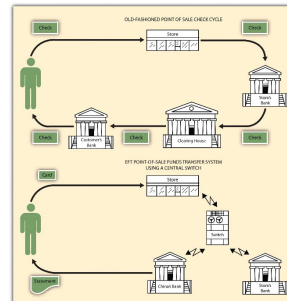
**None. For Informational purposes only.**

## Cherriots Battery Electric Bus (BEB) Deployment Project - Update

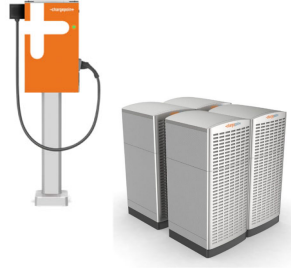


## Project Recap

- Cherriots partnered with CTE in 2015 for our first Low/No grant application
- Cherriots applied for and was successful in back-to-back Low/No Awards in FY2020 & FY2021 – a total of 10 BEBs
- Cherriots was then awarded a Congressional Directed Spending grant for an additional five (5) BEBs



## Project Recap



- Cherriots partnered with ChargePoint for plug-in charging infrastructure at Del Webb Operation Headquarters



- Cherriots partnered with InductEV (formerly known as Momentum Dynamics) for inductive pick up charging infrastructure at Keizer Transit Center

## Cherriots Partners



# Where are we at so far?

## 1. Bus Procurement and Build:

- Bus Procurement Complete
- Buses delivered – June 2023



# Gillig Bus Build



## Where are we at so far?

### 1. Bus Procurement and Build:

- Bus Procurement Complete
- Buses delivered - June 2023

### 2. Construction @ KTC



## KTC - Work in Progress





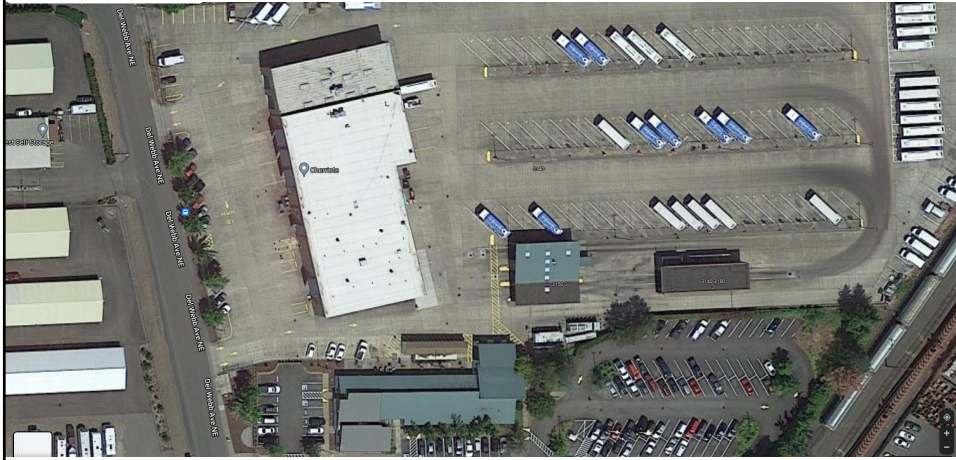


## What's next?

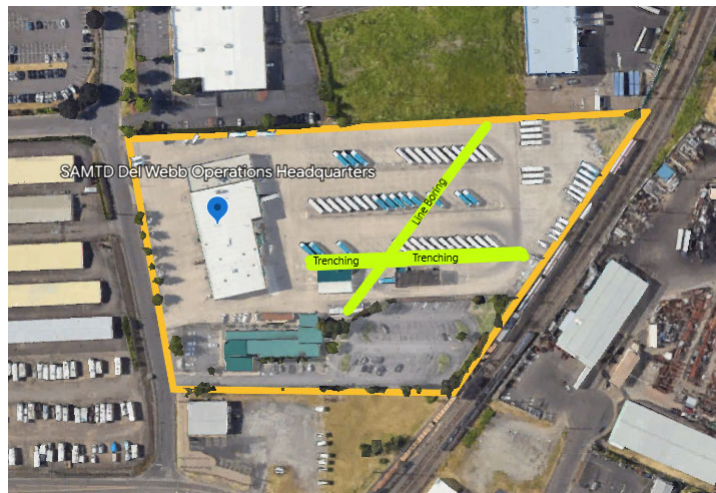
1. **Bus Procurement and Build:**
  - Bus Procurement Complete
  - Buses delivered - June 2023
2. **Construction @ KTC - complete by 12/22/2023**
3. **Construction @ DW - TBD**
  - *IF construction begins 10/1/2023 - 24 weeks*
  - *Complete mid-April 2024*
4. **Revenue Service - May service change**



# Del Webb

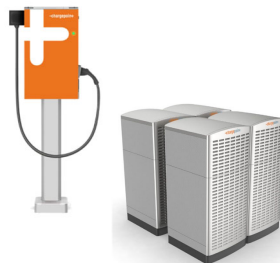


# DW Construction Plan



# Remaining steps

1. KTC Construction:
  - Complete installation
  - Energizing infrastructure
2. Del Webb Construction:
  - Trenching & line boring
  - Installation of Transformer
  - Installation of Power Blocks & Dispensers
  - Energize the infrastructure
3. Bus and Maintenance Training:
  - Technician training (currently)
  - Operator Instructor training
  - Operator training
4. Other training:
  - Emergency Response training
  - Data collection training
5. Route Modeling & Performance Validation:
  - Range & performance
  - Test runs
6. Project Reporting & Closeout:
  - Weekly/Monthly Status Updates
  - Quarterly FTA Reporting
  - Project closeout form



# Questions?





# BOARD MEETING MEMO

Agenda Item XI

**To:** Board of Directors  
**From:** Allan Pollock, General Manager  
**Date:** September 28, 2023  
**Subject:** Board Member Committee Report

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## ISSUE

Shall the Board report on their activities and committee assignments as representatives of Salem Area Mass Transit District?

## BACKGROUND AND FINDINGS

Board members are appointed to local, regional, or national committees. Board members also present testimony at public hearings on specific issues as the need arises on behalf of SAMTD. Board members may take this opportunity to report committee updates or on any meetings or items of note relating to District business.

Subdistrict 1 VACANT	West Salem Business Association
Subdistrict 2 Director Navarro	State Transportation Improvement Fund Advisory Committee
Subdistrict 3 Director Carney	Salem-Keizer Area Transportation Study (SKATS)
Subdistrict 4 Director Hinojos Pressey	
Subdistrict 5 Director Davidson	FY27 Service Enhancement Committee Mid-Willamette Valley Council of Governments (MWVCOG)
Subdistrict 6 Director Duncan	Diversity, Equity, and Inclusion Committee Mid-Willamette Area Commission on Transportation (MWACT)
Subdistrict 7 Director Holmstrom	Community Advisory Committee