



Salem Area Mass Transit District
Board of Directors Meeting
February 22, 2024

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Salem Area Mass Transit District
Board of Directors Meeting Minutes

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

February 22, 2024

Full Video of Board Meeting can be accessed at: https://www.youtube.com/playlist?list=PLSUQ1gg6M78XRjv71iiYD_YiUu7ABEx92

Attendees:

Board: Vice-President Ian Davidson, Directors Joaquín Lara Midkiff, Ramiro Navarro Jr., Sadie Carney, Sara Duncan, and Bill Holmstrom. Absent: President Maria Hinojos Pressey

Staff: General Manager Allan Pollock, Deputy General Manager David Trimble, CFO Denise LaRue, CHRO Jaél Rose, CCO Patricia Feeny, CPDO Shofi Ull Azum, Service Planning Manager Chris French, Security and Emergency Management Manager Karen Garcia, Strategic Initiatives Administrator Bobbi Kidd, and Executive Assistant Kirra Pressey.

Guest: ETC institute CEO Chris Tatum and Legal Counsel Sara Sayles (Virtual)

I. CALL TO ORDER

A. Attendance

Vice-President Davidson called the meeting to order at 5:30 p.m.

Attendance was noted, with President Hinojos Pressey being absent this evening and Vice-President Davidson having been requested to facilitate the meeting.

B. Safety Moment

GM Pollock presented a safety moment to commemorate Heart Health Month. He elaborated on the essential ABCs of heart health:

A: Adhere to aspirin regimen as prescribed by your healthcare provider.

B: Maintain optimal control over your blood pressure.

C: Effectively manage your cholesterol levels.

II. ANNOUNCEMENTS | CHANGES TO THE AGENDA – None

III. PRESENTATION(S)

A. Customer Satisfaction and Community Value Survey Presentation

Presenter: CCO Patricia Feeny and ETC Institute CEO Chris Tatum

Staff Report: Pg. 4-109, Addendum #1

CCO Feeny introduced ETC Institute CEO Chris Tatum who presented the Customer Satisfaction and Community Value Survey results. He highlighted that the community overwhelmingly acknowledges the invaluable contribution the District makes to the community. Notably, 93% of bus customers, 85% of community members, and 98% of LIFT users express agreement on the value the District

provides. There were discussions surrounding identified opportunities for improvement, taking into account Cherriots' current performance and the significance of various service factors. Additionally, residents express confidence in the Districts capacity to transport them to essential destinations. Finally, it was noted that a majority of customers advocate for increased funding over the next five years to further enhance the service provided.

IV. PUBLIC COMMENT – None

V. CONSENT CALENDAR

Presenter: Vice-President Ian Davidson

Staff Report: Pg. 110-118

A. Approval of Minutes

1. January 25, 2024 Board of Directors Meeting

B. Routine Business Items

1. FY 2024 Quarter 2 (FY24 Q2) Reportable Assault Data

Motion:	Approve the Consent Calendar
Motion By:	Director Bill Holmstrom
Second:	Director Sadie Carney
Vote:	Motion Passed Unanimously

VI. ITEMS DEFERRED FROM THE CONSENT CALENDAR – None

VII. ACTION ITEMS

- A. Authorize President Hinojos Pressey to sign the letter in Attachment A and submit it to the SKATS Policy Committee

Presenter: Director Sadie Carney

Staff Report: Pg. 119-122

Director Carney reiterated the purpose behind submitting the letter of support to the Salem Keizer Area Transportation Study (SKATS) Policy Committee, emphasizing her openness to suggestions and input from the Board. After discussion from Board Members it was decided to remove the final line of the letter “in the best way possible.”

Motion:	Authorize President Hinojos Pressey to sign the letter in Attachment A, with the edit suggested by Director Lara Midkiff, and submit it to the SKATS Policy Committee.
Motion By:	Director Joaquín Lara Midkiff
Second:	Director Sara Duncan
Vote:	Motion Passed Unanimously

VIII. INFORMATIONAL REPORTS

A. FY24 Q2 Strategic Plan Report

Presenter: Strategic Initiatives Administrator Bobbi Kidd

Staff Report: 123-131

Strategic Initiatives Administrator Kidd delivered a concise overview of the District's guiding principles and 2024 Success Outcomes. She emphasized key organizational tactics currently in place and elaborated on the measures taken to prepare for the FY25 Strategic Plan.

B. FY24 Q2 Performance Report

Presenter: CPDO Shofi Ull Azum

Staff Report: 132-146

CPDO Ull Azum presented the FY24 Q2 Performance Report, outlining various key metrics. He highlighted notable ridership trends, indicating a significant 19.3% increase in total boardings from FY23 Q2. Additionally, he delved into route productivity, offering a breakdown of boardings per route, per revenue hour. Finally, he addressed trends observed in Cherriots LIFT, Shop and Ride, and Van Pool services

C. FY24 Q2 Finance Report

Presenter: CFO Denise LaRue

Staff Report: 147-152

CFO LaRue presented the FY24 Q2 Finance report, covering various financial aspects. She discussed ongoing and forthcoming audits and offered a succinct overview of the General Fund, Transportation Program, and Capital Fund financial performance year-to-date.

IX. GENERAL MANAGER'S REPORT

GM Pollock provided the General Manager's Report, highlighting that SB 1572 passed out of committee unanimously and has progressed to the next step.

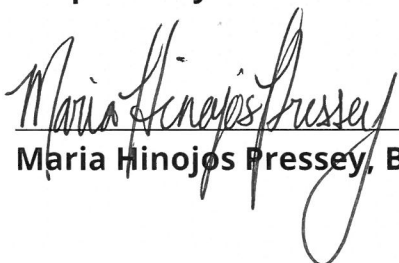
X. BOARD OF DIRECTORS REPORT

Vice-President Davidson and Directors provided reports on committees and activities in which they represent SAMTD.

XI. ADJOURN

Vice-President Davidson adjourned the meeting at 8:16 p.m.

Respectfully Submitted



Maria Hinojos Pressey, Board President