



SALEM AREA MASS TRANSIT DISTRICT
BOARD OF DIRECTORS MEETING
Thursday, January 23, 2025

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Approve the Consent Calendar	3
A. Approval of Minutes	
1. December 19, 2024 Board of Directors Meeting	
2. January 9, 2025 Board of Directors Work Session	
B. Routine Business Items - None	
Adopt the 2025 legislative agenda and Board Priorities and Principles as shown in Attachment A, B, and C.	4
Authorize the General Manager to execute a contract with Nelson\Nygaard Consulting Associates, Inc for a Comprehensive Operational Analysis project for an amount not to exceed \$339,722.	4



SALEM AREA MASS TRANSIT DISTRICT

BOARD MEETING MINUTES

Thursday, January 23, 2025 at 5:30 p.m.

ATTENDEES: President Hinojos Pressey | Directors Joaquín Lara Midkiff | Ramiro Navarro Jr. | Sadie Carney (Virtual) | Ian Davidson | Sara Duncan | Bill Holmstrom

ABSENT: None

STAFF: GM Allan Pollock | DGM David Trimble | CSO Cliff Carpentier | CFO Denise LaRue | CELRO Jaél Rose | CCO Patricia Feeny | COO Tom Dietz | CPDO Shofi Ull Azum | Planning Manager Chris French | Security and Emergency Management Manager Karen Garcia | Executive Assistants Crisandra Williams | Kirra Pressey

GUEST: Legal Counsel Sara Sayles | CFM State Affairs Partner Dale Penn | CFM Federal Affairs Partner Kirby J. Garrett (Virtual) | CFM State Affairs Counsel Waylon Buchan (Virtual) | ETC Institute CEO Chris Tatham (Virtual) | Turell Group President Dana Turell

1. CALL TO ORDER

A. Note of Attendance for a Quorum

President Hinojos Pressey called the meeting to order at 5:30 p.m. Attendance was noted and a quorum was present.

B. Safety Minute

GM Pollock addressed a tragic incident involving a Cherriots bus that resulted in the loss of Mr. Chandler's life. He expressed condolences to Mr. Chandler's family, friends, and the Salem community. GM Pollock also extended thoughts to the involved transit operator, who is receiving support during this difficult time. He acknowledged the impact of the incident on riders, employees, emergency responders, and witnesses. GM Pollock thanked the Salem Police Department and other emergency personnel for their swift response. Moving forward, Cherriots remains committed to safety and open communication with the Board and the public while respecting the ongoing investigation.

C. Announcements | Changes to Agenda: None

2. PRESENTATIONS

A. Customer Satisfaction and Community Value Survey Presentations

Presenter: CCO Patricia Feeny and ETC Institute CEO Chris Tatham

Agenda Packet: Pg. 4-32

CCO Feeny introduced ETC Institute CEO Tatham, who presented the results of the Customer Satisfaction and Community Value Surveys. The findings highlighted that most Salem-area residents view Cherriots as a valuable community resource, with customer satisfaction ratings surpassing national averages across the board. Key takeaways included strong public support for increased funding over the next five years, recognition of Cherriots role in improving access to jobs and essential services, and high marks for safety, cleanliness, and service reliability.



3. PUBLIC COMMENT:

Public Comment was received from Josiah regarding the Mobility Reimagined Initiative for Board review. He also offered condolences to the Chandler family.

4. CONSENT CALENDAR

A. Approval of Minutes

1. December 19, 2024 Board of Directors Meeting
2. January 9, 2025 Board of Directors Work Session

B. Routine Business Items - None

Action			
Motion:	Approve Consent Calendar with the exception of B.6		
Motion by:	Director Ian Davidson	Second:	Director Bill Holmstrom
Vote			
Aye:	President Hinojos Pressey, Directors Lara Midkiff, Navarro Jr., Carney, Davidson, Duncan, and Holmstrom		
Motion passes unanimously 7-0			

5. ITEMS DEFERRED FROM CONSENT CALENDAR: None

6. ACTION ITEMS

A. Approve 2025 Legislative Agenda

Presenter: GM Allan Pollock, CFM State Affairs Partner Dale Penn, CFM Federal Affairs Partner Kirby J. Garrett (Virtual), CFM State Affairs Counsel Waylon Buchan (Virtual)

Agenda Packet: Pg. 42-46

GM Pollock reviewed the Board’s legislative agenda, highlighting its role in guiding activities and communication. He summarized recent meetings and introduced CFM representatives, who presented updates on federal funding successes, 2025 funding requests, policy priorities, and a preview of the 2025 legislative session.

Action			
Motion:	Adopt the 2025 legislative agenda and Board Priorities and Principles as shown in Attachment A, B, and C.		
Motion by:	Director Ian Davidson	Second:	Director Sadie Carney
Vote			
Aye:	President Hinojos Pressey, Directors Lara Midkiff, Navarro Jr., Carney, Davidson, Duncan, and Holmstrom		
Motion passes unanimously 7-0			



B. Award of Contract for Comprehensive Operational Analysis (COA) Project

Presenter: Service Planning Manager Chris French

Agenda Packet: Pg. 47-48

Service Planning Manager French provided an overview of the Comprehensive Operational Analysis (COA), a 12-month project aimed at improving the District’s transit system through data analysis, stakeholder input, and strategic planning. Following an RFP process, Nelson\Nygaard Consulting Associates, Inc. was selected as the consultant. The project is funded by \$250,000 from the STIF Formula Plan and \$89,722 from the General Fund, with remaining funds carried into FY26.

Action			
Motion:	Authorize the General Manager to execute a contract with Nelson\Nygaard Consulting Associates, Inc for a Comprehensive Operational Analysis project for an amount not to exceed \$339,722.		
Motion by:	President Maria Hinojos Pressey	Second:	Director Bill Holmstrom
Discussion:	Director Davidson made special note he does work for ODOT, though he does not directly work with the program.		
Vote			
Aye:	President Hinojos Pressey, Directors Lara Midkiff, Navarro Jr., Carney, Davidson, Duncan, and Holmstrom		
Motion passes unanimously 7-0			

7. **INFORMATIONAL REPORTS**

A. Mobility Reimagined Outreach Brief

Presenter: CCO Patricia Feeny

Agenda Packet: Pg. 49-50

CCO Feeny and CPDO Azum outlined the **Mobility Reimagined** outreach initiative, including open houses starting in February to gather public feedback on transit enhancements. Events will feature interactive stations, outreach via social media and community partnerships, and aim to boost awareness and stakeholder engagement. Board members emphasized leveraging existing community meetings, with President Hinojos Pressey requesting outreach in underserved areas.

Turell Group’s President Dana Turell provided an overview of the firm and its three key strategies for building community support for service enhancements.



8. GENERAL MANAGER'S REPORT

GM Pollock noted that the Joint Commission on Transportation will meet twice a week, with CFM attending all meetings and his participation depending on the agenda. Additionally, he will take part in the OTA's weekly advocacy meetings.

He reminded the Board that April 1 is Transit Day at the Capitol and encouraged participation if schedules allow. He also highlighted the results of the fourth wave of surveys, emphasizing that the consistency reflects the high quality of Cherrriots employees and their dedication to excellence.

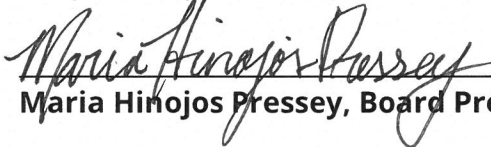
9. BOARD OF DIRECTORS REPORT

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

10. ADJOURN

President Hinojos Pressey adjourned the meeting at 8:17 p.m.

Respectfully Submitted



Maria Hinojos Pressey, Board President

