

**Salem Area Mass Transit District  
BOARD OF DIRECTORS**

**March 23, 2017**

**Index of Board Actions**

<b><u>Action</u></b>	<b><u>Page</u></b>
Moved to approve the Consent Calendar: .....	3
1. <u>Minutes</u>	
a. January 26, 2017 Board of Directors meeting and Executive Session	
b. February 23, 2017 Board of Directors meeting	
2. <u>Routine Business</u>	
a. Adopt Resolution No. 2017-02 Bank Signature Card Authorization	
 Moved to appoint Sharon Heuer and Sherena Meager-Osteen to fill the vacancies in Positions #2 and 3, respectively, beginning March 24, 2017 and ending on December 31, 2017; and accept the resignation of Diane Lace who filled Position #6, effective immediately. ....	 4
 Moved to authorize President Krebs to testify on behalf of the Board in support of Senate Bill 10 unless it is amended. ....	 4

Regular Board meetings are video recorded and are available for viewing on the CCTV website at [www.cctvsalem.org](http://www.cctvsalem.org).

Salem Area Mass Transit District  
**BOARD OF DIRECTORS MEETING**  
March 23, 2017  
Courthouse Square – Senator Hearing Room  
555 Court Street NE, Salem, Oregon 97301

**MINUTES**

---

<b>PRESENT:</b>	President Robert Krebs; Directors John Hammill, Marcia Kelley, Jerry Thompson, and Steve Evans
<b>Board</b>	<b>ABSENT:</b> Directors Colleen Busch, and Kathy Lincoln,
<b>Staff</b>	Allan Pollock, General Manager; Paula Dixon, Director of Administration; Steve Dickey, Director of Transportation Development; Patricia Feeny, Director of Communication; Lorna Adkins, Marketing Coordinator; Wendy Feth, Accountant; Chris French, Senior Planner; Matt Berggren, Transit Planner II; Melinda Hawes, Receptionist; Linda Galeazzi, Executive Assistant; Ben Fetherston, SAMTD Legal Counsel
<b>Guests</b>	Dale Penn II, SAMTD Legislative Advocate; Tanya DeHart, Chair, STF Advisory Committee; Sharon Heuer, Director, Community Benefit Integration at Salem Health; Doug Rodgers, candidate for Board position representing Subdistrict #4; citizens – Randy Morgan and Mark Knecht

---

- A. CALL TO ORDER AND NOTE OF ATTENDANCE** **6:32 PM**  
President Krebs called the meeting to order and a quorum was present.
- B. PLEDGE OF ALLEGIANCE** led by Director John Hammill
- C. ANNOUNCEMENTS AND CHANGES TO THE AGENDA -**  
President Krebs announced the addition of Action Item No. H.2.b Senate Bill 10. A public hearing on this bill is scheduled for March 29, 2017.
- D. PRESENTATIONS** **6:34 PM**
- AdWheel Award:** Patricia Feeny presented the American Public Transportation Association's (APTA) "AdWheel" Award which the District received for its *Pokemon Go Social Media* Campaign at the 2017 APTA Marketing and Communication Workshop. The winning entries advance to judging for the AdWheel Grand Awards. These awards will be presented at the annual APTA meeting in October. Also in attendance to present the award were committee members, Melinda Hawes, Matt Berggren and Kristian Sorenson.

2. **Community Partnership Award:** Allan Pollock presented the Community Partnership Award which the District received at the Community Jobs luncheon hosted by Garten Services on February 24. Cherriots was recognized for its Transit Host program. The audience watched a video produced by Cherriots called "Blind Skills" while Mr. Pollock explained the partnership with Garten and their "travel host" program.

**E. PUBLIC COMMENT**

**6:46 PM**

**Randy Morgan (address on file)** Mr. Morgan submitted written testimony asking for help to make Route 12/Hayesville more useful to more people. He offered suggestions for changes to the route to Park and Satter Drive. Staff will review Mr. Morgan's suggestions and respond upon investigation.

**Mark Knecht (address on file)** Mr. Knecht said the bus service needs to expand as the City expands. People with disabilities want weekend service. He has been lobbying for people with disabilities and for veterans. He asked for information on the public hearing for Senate Bill 10 that will be discussed later in the meeting.

**F. CONSENT CALENDAR**

**6:50 PM**

**Motion: Moved to approve the Consent Calendar:**

**3. Minutes**

**a. January 26, 2017 Board of Directors meeting and Executive Session**

**b. February 23, 2017 Board of Directors meeting**

**4. Routine Business**

**a. Adopt Resolution No. 2017-02 Bank Signature Card Authorization**

**Motion by: Director Jerry Thompson**

**Second: Director Marcia Kelley**

**Vote: Motion passed**

**Absent: Directors Busch and Lincoln**

**G. ITEMS DEFERRED FROM CONSENT CALENDAR - None**

**H ACTION ITEMS**

**1. Appoint Members to the STF Advisory Committee and Accept a Resignation** **6:51 PM**

**Staff report:** Pages 17-30 in the agenda

**Presenter:** Tanya DeHart, Chair for the STF Advisory Committee

**Motion:** Moved to appoint Sharon Heuer and Sherena Meager-Osteen to fill the vacancies in Positions #2 and 3, respectively, beginning March 24, 2017 and ending on December 31, 2017; and accept the resignation of Diane Lace who filled Position #6, effective immediately.

**Motion by:** Director John Hammill

**Second:** Director Steve Evans

**Vote:** Motion passed

**Absent:** Directors Busch and Lincoln

## **2. Senate Bill 10**

**6:55 PM**

**Staff report:** A copy of Senate Bill 10 was provided to the Board for their review.

**Presenter:** Allan Pollock, General Manager

**Motion:** Moved to authorize President Krebs to testify on behalf of the Board in support of Senate Bill 10 unless it is amended.

**Motion by:** Director John Hammill

**Second:** The motion was seconded

**Vote:** Motion passed

**Absent:** Directors Busch and Lincoln

The Board's executive committee will meet to finalize the Board's testimony on SB 10 prior to the Public Hearing scheduled for March 29, 2017 at 10:00 a.m. at the Capitol.

### **I. INFORMATION ITEMS - None**

### **J. REPORTS**

**7:02 PM**

#### **1. 2017 Community Attitude and Awareness Survey by Lockwood Research**

**Staff report:** Pages 31-38 of the agenda

**Presenter:** Lorna Adkins, Marketing Coordinator

Board members were apprised of the Community Attitude and Awareness Survey prepared by Lockwood Research from Eugene, Oregon. This was a random telephone survey conducted from January 28 to February 12, 2017 and was a statistically accurate sample for census tract, age, gender, income and primary language. Results from the 400 sample size of respondents indicated that –

- 71% said public transportation was “very Important” to the community. However, they were not familiar with the services Cherrits provides;
- 91% use a personal vehicle for transportation;
- 11% ride Cherrits; and
- Weekend service was highly favored.
- 82% would use Google or Cherrits website for information; and Customer Service was an important resource.

- 12% familiar with Cherriots follow on social media

The survey fulfills one of the District's strategic priorities and will be used for the District's future service planning and communication strategy.

**Direction:** Board members recommended that the charts in the survey be more readable. The numbers were difficult to interpret or make sense of.

## **2. Board Subcommittee Report**

**7:10 PM**

Board members are appointed to local, regional and/or national committees; and may present testimony at public hearings on specific issues on behalf of the District as the need arises. Board members inform the Board of District and/or transit-related issues discussed in the committees listed on pages 39-40 of the agenda.

Minutes of the Board's February 6, 2017 and March 6, 2017 work session, and the February 7, 2017 and March 7, 2017 STF Advisory Committee meetings on pages 41-60 of the agenda were received and filed.

## **BOARD AND MANAGEMENT ISSUES**

### **J.1 General Manager**

**7:16 PM**

Mr. Pollock briefed the Board on the American Public Transportation Association's Legislative Conference he attended with President Krebs on March 11-15, 2017 and on his participation with the Joint Committee of Transportation Preservation and Modernization where they received reports from Topic Area Work Groups.

### **J.2 Board President**

President Krebs reported on his transit-related Board and community service activities since the last board of directors meeting. He spoke about his activities during the APTA Legislative Conference on March 11-15, 2017.

### **J.3 Board of Directors**

**7:24 PM**

Board members gave an account, both verbally and in writing, of their transit-related Board and community service activities that may be of interest to the other Board members and to the public.

Director Thompson said he is scheduled to have surgery next week.

Director Evans spoke about a bus he saw in his travels with a trolley wrap that he thought was quaint; and suggested that the District do something similar.

Director Hammill said his term as Director representing Subdistrict #4 ends June 30, 2017. He did not file as a candidate for a second term because he is not able to sufficiently do the things he used to do. He feels the two candidates running for his position are excellent choices to serve on the Board. He introduced Doug Rodgers, from the audience; who had been on the Board previously. He also knows Patrick Schwab, a member of the Willamette Chapter of the American Council for the Blind.

Congratulations were extended to Chris Hoy who was sworn in as the City of Salem's newest city councilor representing Ward 6.

**L. Meeting Adjourned**

**7:30 PM**

Respectfully submitted,



---

Robert Krebs, President