



Salem Area Mass Transit District
BOARD OF DIRECTORS "VIRTUAL" MEETING

April 23, 2020

Index of Board Actions

<u>Action</u>	<u>Page</u>
Moved to approve the Consent Calendar:	3
1. <u>Approval of Minutes</u>	
a. February 27, 2020 Board of Directors Meeting	
b. February 27, 2020 Board Work Session	
 Moved to approve the FY2021-2023 General Manager’s Strategic Work Plan with the amended target date for the ‘Climate Action Plan’ project to Fiscal Year 2022	4

The April 23, 2020 Board meeting was held virtually and live on Cherriots Facebook Live, via Google Hangout Meets, Conference America, and on CCTV Cable Channel 21. The Board meeting was video recorded for later viewing on the CCTV website at www.cctvsalem.org.

BLANK PAGE



Salem Area Mass Transit District
BOARD OF DIRECTORS "VIRTUAL" MEETING

April 23, 2020
Courthouse Square – Senator Hearing Room
555 Court Street NE, Salem, Oregon 973010

MINUTES

PRESENT Board	<i>(In person)</i> President Ian Davidson; <i>(by Google Meets)</i> Directors, Charles Richards, Colleen Busch, Sadie Carney (logged in at 6:45 p.m.), Chi Nguyen, Doug Rodgers, and Robert Krebs
Staff	<i>(In person)</i> Allan Pollock, General Manager; David Trimble, Deputy General Manager/COO; Patricia Feeny, Director of Communication; Paula Dixon, Director of Administration; Stephen Custer, Digital Marketing Coordinator (Facebook Live); Jolene White, Administrative Assistant, SIPM; Linda Galeazzi, Executive Assistant; <i>(by Google Meets)</i> : Steve Dickey, Director of Strategic Initiative & Program Management (SIPM) and Ben Fetherston, SAMTD Legal Counsel
Guests	Randy Morgan, citizen; Mikel Burke, Cherriots Transit Operator and Executive Officer, ATU Local 757 Board

A. CALL TO ORDER

6:30 PM

President Davidson called the meeting to order and led the Pledge of Allegiance. Attendance was noted and a quorum was present.

Mr. Pollock shared a *Safety Moment* about the practice of social distancing during the COVID-19 pandemic.

B. ANNOUNCEMENTS AND CHANGES TO THE AGENDA

President Davidson expressed a huge thank you with his heartfelt gratitude to the Cherriots staff for the exceptional job they have done throughout the pandemic.

C. PRESENTATIONS

1. FY2020 State Legislative Session Briefing

Presenter: Dale Penn, SAMTD Legislative Advocate

Staff Report: Pages 25-35 in the agenda

Mr. Penn reported that the District focused its 2020 Legislative Session priorities on defense and implementation. Its main goals were defending historic investments in transit services resulting from the 2017 Transportation Package and monitoring any effort to sweep those dollars into alternative (non-transit related) funds. In



In addition, the District's other high priority efforts were to ensure that language was adopted to consolidate the Special Transportation Fund (STF) and the Statewide Transportation Improvement Fund (STIF) to stabilize services to vulnerable populations. Finally, the District began conversations with lawmakers about a clean fuels exchange legislative concept to introduce in the 2021 session that would convert existing and expired business energy tax credits into Clean Fuels credits. The District owns two tax credits and is registered as a Clean Fuels credit generator with the DEQ.

D. PUBLIC COMMENT - There were no public comments.

E. CONSENT CALENDAR

7:03 PM

1. Approval of Minutes

a. February 27, 2020 Board of Directors Meeting

b. February 27, 2020 Board Work Session

Motion to: Moved to approve the Consent Calendar:

Motion by: Director Robert Krebs

Second: Director Doug Rodgers

Discussion: No items were deferred from the Consent Calendar.

Vote: Motion passed unanimously (7): Davidson, Carney, Krebs, Nguyen, Busch, Rodgers and Richards

F. ITEMS DEFERRED FROM THE CONSENT CALENDAR - None

G. ACTION ITEMS

7:05 PM

1. Shall the Board Approve the G.M. Strategic Work Plan for FY 2021-2023?

Presenter: Allan Pollock, General Manager

Staff Report: Pages 25-35 in the agenda

Mr. Pollock reported that draft versions of the FY 2021 General Manager Performance Evaluation and FY 2021-23 Strategic Work Plan were reviewed at the February 2020 Work Session for comment. Based on that discussion, staff made revisions to the Performance Evaluation and the Strategic Work Plan for Board action.



Director Busch asked how the COVID-19 pandemic and social distancing is overarching the General Manager's Work Plan. How does it fit with other emergency processes, for example if there was a major earthquake?

Mr. Pollock responded that this will be a future discussion by the organization and the Board about the "new normal" without knowing what that will be yet. It will be a part of the Budget Committee discussions. He gave examples to consider about what the facility should look like with COVID-19. Whether the facility infrastructure needs to be assessed or whether to purchase electric buses. There is a proposal to address security.

Director Carney said that some of the work plan items have an associated cost. The Board will want to discuss how to expend the money forward. Service is highly important. We need to recognize needs to be malleable.

President Davidson said that one aspect he liked was there was some flexibility and they could tweak some things. He recommended that the target date for the Climate Action Plan project be moved from fiscal year 2023 to 2022.

Motion to: Moved to approve the FY2021-2023 General Manager's Strategic Work Plan with the amended target date for the 'Climate Action Plan' project to Fiscal Year 2022.

Motion by: Director Colleen Busch

Second: Director Sadie Carney

Vote: Motion passed unanimously (7): Davidson, Carney, Krebs, Nguyen, Busch, Rodgers and Richards

H. INFORMATION ITEMS

7:20 PM

1. Update on the District's Actions Concerning COVID-19

Division Directors provided both verbal and written reports on the actions they took in their areas of responsibility due to the effects of COVID-19. (Herein given as **Attachments A - E** and by this reference made a part of these Minutes)

I. GENERAL MANAGER'S REPORT

8:05 PM

Mr. Pollock reported that on May 1, 2020, he will represent the District by serving on the American Public Transportation Association's Recovery and Restoration Task Force.



J. BOARD OF DIRECTORS REPORTS

8:07 PM

Board members report, both verbally and in writing, on their Board assignments, and citizen communications as representative of the District.

1. **MWVCOG:** President Davidson reported that the Mid-Willamette Valley Council of Governments sent out an email regarding business loans in the community earlier today that he will forward to the Board.
2. **MWACT:** President Davidson reported that the Mid-Willamette Area Commission on Transportation held a meeting in April. The agenda and minutes for that meeting can be found on the Oregon Department of Transportation's website.
3. **SKATS:** Director Carney reported that the Salem-Keizer Area Transportation Study Policy Committee meeting is scheduled for May 28.
4. **OMPOC:** Director Krebs reported that the Oregon Metropolitan Planning Organization Consortium held a virtual meeting last month. OMPOC is on schedule with the Transportation Improvement Plan for 2020-2026 which is currently out for public comment. He has also attended virtual meetings of his neighborhood associations and for transportation advocacy groups that he is a member of.
5. **CAC:** Director Busch reported that the Citizens Advisory Committee meeting was cancelled.
6. **APANO:** Director Nguyen stated that she is the executive director of the Asian Pacific American Network of Oregon and that the Transportation Coordinator and Community Organizer for the organization has been working with South East Portland Chinese parents in fundraising efforts to support front line workers and vulnerable populations. They were able to purchase medical-surgical masks and would like to donate 3,000 masks to Cherrriots for the transit operators who provide passengers with rides for their essential trips.

K. MEETING ADJOURNED

8:14 PM

Respectfully submitted,

A handwritten signature in blue ink that reads 'David Davidson'.

President/Presiding Officer



BOARD MEETING MEMO

For Minutes of the April 23, 2020 Board Meeting
ATTACHMENT A – Operations Division

To: Board of Directors

From: David Trimble, Deputy General Manager/COO

Thru: Allan Pollock, General Manager/CEO

Date: April 23, 2020

Subject: Update to the Board of Directors on COVID-19 Activities

Background

- The World Health Organization (WHO) declared COVID-19 outbreak a pandemic on March 11, 2020 and two days later on March 13, the U.S. declared a national emergency.
- Governor Kate Brown issued an Executive Order on March 23, 2020. The order directed for citizens to stay at home with the exception of travel for essential trips and to practice social distancing.
- Early on during the initial days of the Coronavirus outbreak, Cherriots experienced a high number of employees who tested positive for COVID-19 and several other employees had subsequently sought testing.
- During the third week in March approximately 60% of our frontline employees were off work. This resulted in an inability to provide all of our service leaving quite a few gaps in our overall service.
- For a number of days, we continued to deliver service commensurate with the total number of transit operators and supervisors available. Service was not consistent.

- Subsequently, in an effort to flatten the curve, on March 30th, the difficult decision was made to temporarily suspend service. Service was suspended for six (6) service days.

Staff responded to all these operational impacts through strategic planning and with the following actions:

- On March 17th, Cherrriots staff took greater measures to address social distancing by restricting access to the Downtown Transit Center’s lobby area—only allowing customers to use restrooms, but customers were not allowed to wait in the lobby. Staff also reduced the hours of the customer service desk.
- Also on March 17, Cherrriots began requiring all riders to enter and exit through the rear doors on all trips. The only exceptions were to those persons who used a mobility device, seniors and persons with disabilities.
- On March 19, the General Manager issued a Declaration of Emergency due to current operational conditions and from guidance from state and federal leaders. On March 31st Cherrriots temporarily suspended all local and regional transportation services. The only exception was that our ADA Complementary Paratransit service would continue to run for those rider who needed life-sustaining trips for medical and dialysis treatment.
- On March 10th The Executive Leadership Team initiated Executive Planning meetings which still occur twice daily. The purpose of these meetings is for daily executive coordination and response to the events driving our response to the pandemic. During these sessions all ELT members report out on COVID-19 related matters and other issues which effect District business.
- We realized early on that we needed to strengthen our partnership with our Union partners. Key staff members have been meeting regularly, through conference calls with the Amalgamated Transit Union about two or three times weekly. The purpose of those check-in meetings is to ensure consistent messaging and true partnership efforts. Staff has been very transparent with Union officials and Union Leadership has expressed their appreciation for our mutually-beneficial communication.

- An interdivisional task force was created to manage our response to COVID-19. This COVID-19 Task Force serves as a planning entity and allows for coordination opportunities to discuss service levels, employee status, policy updates, PPE availability, supply ordering and overall employee wellness.
- At the beginning of the pandemic, staff took extraordinary steps to encourage social distancing both in our facilities and our vehicles. In mid-March managers began the process of removing furniture from breakroom areas to other public spaces like conference rooms. This lessened the possibility that too many employees would gather in one space.
- Cherriots closed all public facing areas. This included restrooms at transit centers and the customer service lobby. After cleaning, we moved breakroom tables and chairs into the lobby area to provide more layover space for frontline employees.
- We later added decals and notifications in common areas in an effort to further educate the workforce on social distancing.
- Cherriots implemented a policy whereby all riders would board and exit through the rear doors of all vehicles and staff cordoned off seats inside the vehicles and set a limit of fewer than 8-9 persons on a Cherriots Local vehicle at any point.
- Staff also added signage to our vehicles and at the transit centers encouraging riders to practice social distancing while on our vehicles, at stops and shelters, and at transit centers. We also programmed all overhead signs to remind the public that their rides should only be for essential trip purposes.

Staff has worked diligently to ensure ample supplies of Personal Protective Equipment

- Since the beginning of the pandemic, staff has provided to all front-line employees, and others, the proper PPE in order for employees to perform their jobs safely and effectively.
- We began with a robust hand-washing campaign to ensure employees washed hands often and thoroughly. Employees have been issued gloves, face masks,

goggles (Maintenance employees) and face shields for transit operators to use when boarding riders in mobility devices.

- Staff meets weekly to keep an inventory of all PPE equipment and works diligently to get in the queue of suppliers in order to keep our sufficient supply levels.

We created a robust Daily Vehicle and Facility Cleaning schedule

- Maintenance staff created a nightly schedule to clean and sanitize all buses while in the yard. Extra attention was given to all common touch points on vehicles (hand rails, stanchion bars, pull cords, and door handles). Additional cleaning is also performed in the operator cab area for added protection for transit operators.
- We have added employee cleaning crews stationed at each transit center. When buses come in for layovers, they are cleaned and sanitized by the cleaning crews—in the rider areas, operator cab areas and bike racks. This ensures vehicles are sanitized multiple times per day.
- We have increased the frequency of cleaning at all facilities. All door handles, knobs, common areas and multi-use surface areas are cleaned twice daily.
- Additionally, a deep cleaning crew was brought in to chemically clean all Cherriot's facilities, with special attention given to all front-line employee common areas. Staff will look at repeating this cleaning at a certain interval level in the near future.

Throughout this process, we have implemented and strengthened various Policies and Procedures.

- First, operations supervisors and security officers began enforcing our trip destinations policy. What this means is that when using our services one must have a destination and not be allowed to simply ride around on the bus with the operator.
- In concurrence with the Governor's Executive Order, we began notifying the public that our service would be available for use for those who needed to take

an essential trip only. This helped reduce the number of riders on a bus at any given time.

- Lastly, we implemented a face covering policy which requires all riders and employees to have cloth or paper face coverings, masks, bandanas or hankerchiefs while using our services.

With regard to Service Restoration and Review

- After our temporary service suspension, we restored service to a Sunday level on April 7th, Planning and Transportation team members monitor and review service levels every week.
- We base the level of service on the availability of employees, an ability to maintain social distancing on vehicles, and direction from state and federal officials. For the foreseeable future, we will gradually increase service levels about every two weeks, until we reach a manageable service level, in keeping with the Governor's direction regarding social restrictions and essential trips.

I would be remiss if I didn't mention that Our Contractors have proven to be great partners during this crisis.

- Our Security team has been able to provide an additional level of customer service for riders as well as ensuring rules and ordinances continue to be followed.
- Our transportation service contractors have worked hard to provide services as well as assisting with researching alternative service models for the public.
- Staff, in cooperation with MV Transportation is working on a service plan to assist with grocery store deliveries for seniors and persons with disabilities, as well as working with local food banks for delivery services, through our Cherriots LIFT service.
- Staff is also working on a service plan where essential health care workers would be able to access our Dial-a-Ride services to get to and from work for their shifts at medical facilities.

- We feel those would be great services for essential workers and vulnerable customers and will also help with social distancing on our Local service.

With regard to the near future

- I am serving on a committee working through the Governor's office to develop a framework for reopening the State's economy in the future-specifically as it relates to transit. Our first meeting was yesterday.
- This subcommittee discussed specific concerns and experiences of several transit agencies throughout Oregon, which included subjects as PPE and supply availability, funding, operational concerns, transit worker protections and some desired messaging from the Governor's office.
- It was a great initial discussion and I am sure there may be more to report out at a future Board meeting or work session.

Lastly

- We will continue to focus on employee and customer safety.
- We will look for engineering solutions to ensure social distancing on vehicles and our facilities.
- We will continue to monitor service levels and add service when possible.
- Thank you.

For Minutes of the April 23, 2020 Board Meeting
ATTACHMENT B - Administration Division

- Feb 14 first memo from District Coronavirus issue – mostly monitoring - COVID-19 had not hit Oregon yet; focused on hygiene practices
- March 2 began purchasing additional cleaning supplies
- March 3 rollout of hand washing campaign –CDC videos, posters and email
- March 6 increased availability of sanitizing wipes to operators and other employees
- March 13 developed COVID-19 policy focused on social distancing in the office and teleworking– March 23 stay home order
- March 20 – sent out EAP information to all employees
- March 25 began sourcing disposable and cloth reusable masks for employees - Secured 4500 disposable and 500 reusable masks, 25 gallons of hand sanitizer and about 58 cases of gloves in various sizes. (1000 per)
 - Sourced gloves locally from Oregon Glove Company
 - 325 cloth masks from Rock west; 175 made by employees
- March 27 Developed COVID-19 return to work form
- March 30 and April 1 - Received OSHA complaints –investigated and provided results to Oregon OSHA, Oregon did not require any additional follow up
- April 3 – began producing face shields using 3-d printer for use by operators for wheelchair securements for restart of service April 7 – ultimately made 70 and had 50 donated; will make another 120 for reserve
- Social Distancing policy approved April 6, contained District social distancing standards based on CDC and OHA guidelines.
- April 7 -Trained all cleaning crews (approx. 30) working between pull-outs to sanitize high touch surfaces
- More 3-d projects – ear loop protectors, door openers
- Continue to train, maintain supplies and assist as necessary.

Leave

- APL – offered by the District in two phases:
 - March 23-March 29: employees deemed vulnerable – over 60 or any age with an underlying health condition **83 employees used**
 - March 31 – April 6 for essential employees who could not work remotely during the suspension of service. **176 employees who used APL**

For Minutes of the April 23, 2020 Board Meeting
ATTACHMENT B - Administration Division

- Federal requirements April 7
 - 2 types:
 - Emergency leave
 - Up to 80 hours paid leave for 6 reasons:
 - quarantined (pursuant to Federal, State, or local government order or advice of a health care provider), and/or experiencing COVID-19 symptoms and seeking a medical diagnosis; or
 - *Two weeks (up to 80 hours) of **paid sick leave** at two-thirds the employee's regular rate of pay* to care for an individual subject to quarantine (pursuant to Federal, State, or local government order or advice of a health care provider), or to care for a child (under 18 years of age) whose school or child care provider is closed related to COVID-19, and/or the employee is experiencing a substantially similar condition as specified by the Secretary of Health and Human Services

- Emergency leave – Leave used:
 - Emergency: 32
 - FFCRA - Child: 9
 - FFCRA - Family Member: 2

- FFCRA – to take for children due to school or childcare closures. Paid at 2/3 of their regular rate for up to 12 weeks. The first two are unpaid but may be supplemented with emergency leave. It does not add an additional 12 weeks of FMLA – it adds a new eligibility for FMLA - through December 2020.


- FFCRA Leave used- Child: 8

Strategic Initiatives and Program Management Activity Update





Return to the Office Planning

- A plan is being developed to manage bringing staff back to the office
- It is anticipated that this will still be at least a few weeks
- We want to be prepared when the time comes
- Several considerations are being evaluated in order to maintain social distancing practices. These include:
 - maximum number of people in break-rooms,
 - maximum number of people in restrooms,
 - maximum number of people in common workrooms,
 - use of masks in common areas and in public spaces.



Return to the Office Planning (cont'd)

- Utilizing alternate schedules and continuing to have people work from home are likely to continue in the first phases.
- It will be a gradual, measured, and cautious to ensure we protect the health and safety of our employees, contractors, and customers.



Keizer Transit Center

- Work is continuing, in spite of interruptions from the COVID-19 pandemic
- Signal at the entrance of the KTC turned on this week
- Adjacent intersection will be switched over next week
- Final piece of construction will be new curb ramps on the southwest corner of Chemawa, Lockhaven, and Keizer Station Blvd.
- The contract has been extended to the end of May to allow for the delayed work to be completed

CHERRIOTS

Keizer Transit Center

Keizer Transit Center Temp and New Signal 4-22-2020

Keizer Transit Center New Signal 4-23-2020

CHERRIOTS

Keizer Transit Center

Chemawa / Lockhaven / Keizer Station Blvd.

CHERRIOTS

Bus Stop Improvement Program

- 10 of the 14 stops have been completed
- Construction has currently stopped due to the contractor's decision
- Work is continuing on design of the next set of stops waiting for design
- Work is continuing on securing easements from private property owners needed for stop improvement

CHERRIOTS

Bus Stop Improvement Program

Hawthorne @ Northgate Park, IB

Fire Protection Way @ CCC

Fairview Industrial @ 27th

Cherry @ Weeks

Hawthorne @ Northgate Park, OB

CHERRIOTS

Transit ITS Project

- COVID-19 has interrupted the project schedule
- GMV Synchronatics is working to keep the project moving ahead
- Work continues on configuration, data population of the software, and coordination to get started on some of the tasks originally scheduled for later

CHERRIOTS

Transit ITS Project (cont'd)

- The equipment for the mini-fleet is on site
- The installation crew has not been able to travel due to restrictions
- The bus-in-a-box has been received and is being used to begin to familiarize staff with the functions and features of the new system
- The new dispatch station has been set up in dispatch allowing supervisors and dispatchers to get familiar with the various screens

CHERRIOTS

Transit ITS Project



Bus in a Box



Dispatch Station



Mini-Fleet Supplies

CHERRIOTS

STF and STIF Processes

- These processes are continuing through the assistance of technology
- The STFAC met on April 7th, and the 5310 Urban grant solicitation process is underway
- The STIFAC will be meeting soon to start the solicitation process for the next biennium

Strategic Initiatives and Program Management Update

Return to the Office Planning -

- A plan is being developed to manage bringing staff back to working in the office when the time is appropriate.
- It is anticipated that this will still be at least a few weeks, but we want to be prepared when the time comes.
- Several considerations are being evaluated in order to maintain social distancing practices. These include: maximum number of people in break-rooms, restrooms, and common workrooms. The use of masks in common areas, and in public spaces.
- In addition to social distancing, and using masks, utilizing alternate schedules and continuing to have people work from home are likely to continue in the first phases.
- It will be a gradual, measured, and cautious to ensure we protect the health and safety of our employees, contractors, and customers.

Keizer Transit Center -

- Work has been continuing, although at a slower pace due to interruptions from the COVID-19 pandemic.
- The signal at the entrance of the KTC was switched over to the permanent signal last night, and the new parts of the signal at the adjacent intersection will be switched over next week.
- The final piece of construction will be new curb ramps on the southwest corner of Chemawa, Lockhaven, and Keizer Station Blvd.
- The contract has been extended to the end of May to allow for the delayed work to be completed.

Bus Stop Improvement Program -

- 10 of the 14 stops in the most recent construction package have been completed.
- Construction has currently stopped due to the contractor's decision to not be working during the COVID-19 pandemic response in the area.
- Work is continuing on design of the next set of stops waiting for design to be bid for construction.
- Work is continuing on securing easements from private property owners needed for stop improvements.

Transit ITS Project -

- COVID-19 has interrupted the project schedule and we are working with GMV Syncromatics to keep the project moving ahead as much as possible.
- Work continues on configuration, data population of the software, and coordination to get started on some of the tasks originally scheduled for later.
- The equipment for the mini-fleet is on site, but the installation crew has not been able to travel due to restrictions.
- The bus-in-a-box has been received and is being used to begin to familiarize staff with the functions and features of the new system.
- The new dispatch station has been set up in dispatch allowing supervisors and dispatchers to get familiar with the various screens.

STF and STIF Process -

- These processes are continuing through the assistance of technology.
- The STFAC met on April 7th, and the 5310 Urban grant solicitation process is underway.
- The STIFAC will be meeting soon to start the solicitation process for the next biennium.

Communicating in a crisis is different. It just is. Because people take in information differently, process it differently, and act on it differently.

The best crisis communication strategy is solidifying the trusted voice in the storm.

For us, this is General Manager Allan Pollock.

Our goal is to provide a constant flow of mission-minded / mission-focused communication that is relevant, accurate, and clear.

“Round Tables” with Allan Pollock have proven to be the most effective way to foster a human connection. We have had good feedback about these and people appreciate the virtual gathering of their colleagues; and a little humor never hurts. Playing off our Let’s Make Space marketing campaign, Allan played the song “Don’t Stand So Close to Me” at the most recent roundtable.

Staff also appreciated President Davidson participation in the first round table.

To date, we have issued dozens of memos to our staff. Some days issuing two or three, not waiting to share news.

We also produced:

- Joint letter from the District and ATU to address social distancing
- Welcome back letter to the operators returning after the suspension of service
- COVID-19 FAQ for staff
- One sheet for supervisors and managers on how to handle employees who became ill at work
- APTA’S Passenger Transport - Article on face shields featuring the ingenuity of Michiel Majors, a member of Paula Dixon’s administration team. As Paula said, he used a 3D printer to create the face shield head band. Michiel found a stash of overhead projector transparencies going unused in a workroom. Stephen Custer provided photos of operators wearing the shields.
- Two-sets of talking points for Director Busch for her participation on Coffee with the Mayor
- And this afternoon, taped President Davidson delivering a video message to the community

News coverage

- Salem Reporter
- Statesman Journal
- Keizertimes
- KYKN radio
- KMUZ radio
- The Oregonian
- KATU TV
- KPTV
- KGW TV

News releases

- Temporary suspension of service
- Restoration of service
- Facial covering requirement

On the ground

- Dozens of sandwich boards produced to reinforce social distancing
- Monitor announcements at the transit centers and in operator break rooms
- Header cards and decals on the bus promoting social distancing and facial coverage requirement
- Created lapel buttons to encourage people to maintain a safe distance
- Installed decals on the transit centers to que people where to stand while waiting for their bus

Digital Media

Our website is the District's premier communication tool, and the place our riders turn to for updates.

- In the two weeks before we suspended service, we were averaging 1,013 users daily.
- But the day before we suspended service, that number more than doubled: 2,092.
- This shattered the previous record from the first Saturday of service in September 2019 when we had 1,616 users on the site.

Social media was another key communication tool during the early days of the crisis, and that continues today. We experienced a record surge in reach and engagement on Facebook in late March and early April.

- For context, we spent hundreds of dollars in August and September 2019 promoting the arrival of Saturday service.
- Our previous largest one-day record in August reached 2,279 people organically (i.e. without paid promotion) and 17,543 additional people with paid promotion, for a total of 19,822 people.
- We topped that number twice in March without any paid promotion: 21,781 people on March 18 and 26,328 people on March 30.
- We also had multiple days during this period with 5,000+ people reached, when our regular posts generally reach 200-2,000 people.

Archive Tool

This level of reach also generated a lot of conversation. We use a social media archive tool to back-up all engagement with our social media channels for public record requirements.

- In the entire month of February, we had 679 "records" across all social media channels; a record being a comment or tag by a user or by Cherriots.
- Our account has a monthly limit of 1,000 records, but in March alone we had 2,291 records.
- By April 20, we had 872 records already in April, and this will likely require us to increase our account limit on this tool.

GM Comments on District's Actions Concerning COVID-19

There is no blueprint for operating in a world with a pandemic that creates fear and uncertainty in the workforce.

Our efforts in preparing for disaster actions have focused on operating out of an emergency operations center where we are all in a central place...this disaster requires social distancing which has added a layer of difficulty in coordination and actions...but I can assure you Team Cherrits rose to the occasion and has done an outstanding job addressing this crisis.

With that said, we are truly in an unprecedented time...not since we had to close the downtown transit center and the Courthouse Square building in 2010 have we faced such an immediacy of action.

However, the biggest difference is in 2010 it was a degeneration of buildings...today it is the devastating impact of COVID-19 on people.

Let me first say thank you to the board for your support through this trying time...we were literally making real-time key decisions and taking actions...and knowing that you supported these efforts made it possible.

Since we last met there have been declarations of emergency by the President, the Governor, the County, Cities, and the District in response to the COVID-19 pandemic. I believe these actions helped save lives and minimized the impact by helping to "flatten the curve."

COVID-19 has had a direct impact on the District...one of the most difficult decisions that had to be made was the temporary shutdown of the District...it had a huge impact on our customers...but it was the right decision...we used the time to regroup and put the organization in the right place to address the growing pandemic.

We are back in limited service and providing essential trips to our community...which is our mission.

To give you a sense of what has happened, is happening, and will be happening by the District I have asked each Division Director to provide an update from their respective areas of responsibility...I think you will find the District has taken all the proper actions and precautions to mitigate risk to District operations.

GM Comments on District's Actions Concerning COVID-19

At the end:

So as you can see the District has been extremely busy and responsive to this unprecedented crisis.

But the work continues...we will continue to increase service to the community over time as conditions allow...you as a board will be engaged in serious discussions about what is the "New Normal" for transit service.

Before COVID-19...success and efficiency included full buses with standing loads...tomorrow who knows...but social distancing has changed the game.

We are putting our efforts in three areas of focus:

- Near-Term: conducting emergency operations
- Mid-Term: the next 12-18 months moving emergency operations to recovery mode
- Long-Term: 18 months and beyond "New Normal" ops

It is timely that we are beginning our strategic planning process as what was normal today will not be in the future.

Let me close by saying you can be proud of your organization...I have personally witnessed the men and women of Team Cherriots step up to get the job done, even when they are scared and uncertain...they focused on the mission of providing essential trips for those who needed us.

I would personally like to thank the senior leadership team for their accomplishments during the last five weeks+...and also would like to thank all the men and women of Team Cherriots...we have helped flatten the curve in the mid-valley by working from home, wearing PPE, and providing essential trips...it is a total team effort.

Other Items

CARES 3.0 \$15.6 million of federal urbanized formula relief

SAIF Assistance Fund \$36K request

Multiple partner involvement - APTA, OTA