



Salem Area Mass Transit District
BOARD OF DIRECTORS
VIRTUAL MEETING

November 19, 2020

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Pursuant to Governor Brown’s Executive Orders issued in response to the COVID-19 pandemic, this meeting was held virtually in the following ways:

- Google Meet ID: meet.google.com/bau-ebxz-zin
- Cherrriots Facebook Live: <https://www.facebook.com/cherrriots>
- YouTube via <https://www.capitalcommunitymedia.org/all>
- Comcast Channel 21



Salem Area Mass Transit District
BOARD OF DIRECTORS VIRTUAL MEETING
 November 19, 2020
 Google Meet ID: meet.google.com/bau-ebxz-zin

MINUTES

PRESENT:	President Ian Davidson; Directors: Colleen Busch, Maria Hinojos Pressey, Chi Nguyen, Robert Krebs (arrived 6:37 p.m.), Charles Richards (arrived 7:41 p.m.); ABSENT: Director Sadie Carney
Board	
Staff	Allan Pollock, General Manager; David Trimble, Deputy General Manager/COO; Al McCoy, Chief Financial Officer; Paula Dixon, Director of Human Resources & Labor Relations; Patricia Feeny, Director of Communication; Steve Dickey, Director of Technology & Program Management; Roxanne Beltz, Transportation Options Coordinator; Chris French, Service Planning Manager; Stephen Custer, Digital Marketing Coordinator; Linda Galeazzi, Executive Assistant; and Kathryn Pawlick, SAMTD Legal Counsel

A. CALL TO ORDER 6:32 PM

President Ian Davidson called the meeting to order. Attendance was noted and a quorum was present with the absence of Directors Carney, Krebs and Richards.

Mr. Pollock shared a *Safety Moment* about the importance of continuing to practice safety measures to prevent the spread of the COVID-19 virus.

B. ANNOUNCEMENTS AND CHANGES TO THE AGENDA

President Davidson announced that there may be an additional action item on the agenda when he gives his Board report at the end of the meeting.

C. PRESENTATION - None

D. PUBLIC COMMENT -

Nick Fortey, Chair of the Traffic, Transit and Infrastructure Committee on behalf of the West Salem Neighborhood Association re: the first quarter reports [Written comments were received and will be entered into the Minutes as Attachment A].

E. CONSENT CALENDAR

Shall the Board approve the Consent Calendar?

Presenter: President Davidson

Staff Report: 1-16 of the agenda



1. Approval of Minutes

- a. October 22, 2020 Board Work Session
- b. October 22, 2020 Board of Directors Meeting
- c. October 22, 2020 Executive Session re: Labor Negotiations

Motion: **Approve the Consent Calendar**

Motion By: **Director Colleen Busch**

Second: **Director Chi Nguyen**

Vote: **Motion passed: Davidson, Nguyen, Busch, Hinojos Pressey (4)**

Absent: **Directors Carney, Krebs, Richards (3)**

F. ITEMS DEFERRED FROM THE CONSENT CALENDAR - None

G. ACTION ITEMS - None

H. INFORMATION ITEMS

[Director Krebs arrived to the meeting.]

1. Overview of the National Health and Safety Commitments Program

Staff Report: Pages 17-21 in the agenda

Presenter: Stephen Custer, Digital Marketing Coordinator

Board members were apprised of the American Public Transportation Association's (APTA) National Health and Safety Commitments Program. Over 200 agencies signed on to the program, including Salem Area Mass Transit District. APTA provided a toolkit and developed a "seal" that is adhered to the buses, to reflect the transit industry's overarching pledge to its customers and communities that public transit systems are taking all the necessary measures to operate safely. Program guidelines will be a shared responsibility of transit systems and riders based on key areas of focus that were identified in a survey of transit users to help boost their confidence in riding transit by: 1) following public health guidelines from official sources; 2) cleaning and disinfecting transit vehicles frequently and requiring face coverings and other protections; 3) keeping riders informed and empowered to choose the safest times and routes to ride; and 4) putting health first by requiring riders and employees to avoid public transit if they have been exposed to COVID-19 or feel ill.

2. FY2021 Performance Measures - First Quarter Report

Staff Report: Pages 22-49 in the agenda

Presenter: Chris French, Service Planning Manager

Board members received a quarterly information briefing on Cherriots services for the first quarter (Q1) in fiscal year 2021 (FY21). The data reflected changes to service made



in response to the COVID-19 pandemic. These changes had an effect in all areas, most notably, in daily average revenue hours, miles, rides, and fares. Some routes were not in operation for the entire quarter while others operated at reduced levels. Comparison data was included in the staff report to help illustrate how service changed in the current pandemic environment. *FY21 Q1 Performance Measures* for July-September 2020 provided a detailed report.

3. Cherriots FY2021 Trip Choice Program - First Quarter Report

Staff Report: Pages 50-59 in the agenda

Presenter: Roxanne Beltz, Transportation Options Coordinator

Board members received a first quarter report on the Cherriots Trip Choice program. Staff continued to work remotely and adapted program activities as the needs of the region changed. Preparation work was completed for the *Get There Challenge* that took place October 5 – 18. Bicycle repair events at the Edgewater Farmers Market concluded at the end of September with encouraging results. Staff distributed new Polk County Bike Maps and safe cycling promotional items to the new Independence Hotel that offers a bike maintenance room with heated work benches and tools that are available 24 hours a day. The 134-mile *Willamette Valley Scenic Bikeway* passes through Independence. It is the first of its kind in the United States and is Oregon's first designated scenic bikeway. The hotel is a hub for cyclists from all over the world. Staff conducted a Park and Ride inventory of 18 different lots to ensure the accuracy of published information, and to existing information such as number of spaces, shelters, signage, and lighting. Once completed, staff provided the information to Cherriots staff and to ODOT.

4. FY2021 Finance Report - First Quarter

Staff Report: Pages 60-67 in the agenda

Presenter: Al McCoy, Chief Financial Officer

The Board received the First Quarter Finance Report for FY2020-21 as detailed in the agenda packet. *STIF Formula* funds were 32% of the revenues in the General Fund. *Miscellaneous* revenues performed better than expected, at 77%, due to the sales of various assets in the first quarter. The District received one percent of projected *Property Taxes*. *Advertising* revenue came in at 16% of the budget, as a result of an agreement between the vendor and the District to waive contract minimums through December 2020, due to pandemic-related reduction in business advertising. *Total Operating Expenditures* in the General Fund were under budget at 22% in the first quarter. All divisions in the General Fund were at or below 25% of the total budget expended. *Transportation Program Fund Revenues* were all at 25% of the budget, with the exception of *STF Funds* that were above projection at 30%. *Total Capital Revenues* at 0% in the *Capital*



Project Fund lagged behind until the District is reimbursed by the granting federal or state agency. A majority of the *Capital Project Fund* expenditures at 9% in the first quarter, were in relation to the CAD/AVL installation and the Keizer Transit Center signalization project.

I. GENERAL MANAGERS REPORT

Mr. Pollock announced that there will be no bus service on the Thanksgiving holiday, Thursday, November 26, 2020. There will be bus service on Friday, November 27.

J. BOARD OF DIRECTORS REPORTS

7:33 PM

Director Nguyen reported that the Diversity, Equity and Inclusion (DEI) Committee met in their second meeting on November 9, 2020 to continue to work on a request for proposal. She also attended the Governor's Racial Justice Council meeting where they reviewed the recommended budget for 2021-2023; and the legislative process for bills being drafted by the Council.

Director Busch reported on her outreach activities that included the Keizer city council meeting, chamber activities, Greeters, neighborhood association meetings, Marion County meetings, and Coffee with Cathy. Much of the discussion was about the Canyon Fire Relief and the elections. Director Busch attended the Special Transportation Fund Advisory Committee meeting where Ron Harding was reappointed to serve another term as Chair. She expressed her appreciation to members of staff - Susie Primmer for helping her with technological issues prior to the board meeting; Dan Knauss for sending her the District's new procurement pamphlets to distribute, both in English and Spanish, and Patricia Feeny for providing her with talking points for the meetings she attends on behalf of Cherrlots.

Director Hinojos Pressey is a member of the DEI Committee and said they made some progress at their meeting on the RFP. She noted that a grant for the Oregon Workers Relief Fund was approved. This will help support workers who are ineligible for wage replacement payments from traditional unemployment insurance programs.

President Davidson reported on a workshop hosted by the City of Salem's Climate Action Plan Task Force where they conducted visioning exercises and discussed the results from a survey of Salem residents.

[<https://www.cityofsalem.net/citydocuments/october-2020-community-survey-results.pdf>].

[Director Richards arrived to the meeting.]

President Davidson reported on the November 5, 2020 meeting of the Mid-Willamette Area Commission on Transportation's (MWACT) where ODOT presented the next four



year cycle for the Statewide Transportation Improvement Program (STIP) funding. They encouraged stakeholders to weigh in on the funding scenarios through letters to the Oregon Transportation Commission (OTC). Program categories included Enhance Highway, Fix-it, Safety, Non-Highway, Local Programs, and Other Functions. President Davidson recommended that the Board write a letter to the Commission in support of awarding additional funding to 1) Safety projects focused on reducing fatal and serious injury crashes on Oregon roads, and 2) Non-Highway projects and programs that support bicycle, pedestrian, public transportation and transportation options.

Motion: **Move to direct President Davidson to prepare and send a letter to the Oregon Transportation Commission in support of awarding available funding to 1) Safety projects focused on reducing fatal and serious injury crashes on Oregon roads, and 2) Non-Highway projects and programs that support bicycle, pedestrian, public transportation and transportation options.**

Motion By: **Director Robert Krebs**

Second: **Director Chi Nguyen**

Vote: **Motion passed: Davidson, Nguyen, Busch, Hinojos Pressey, Krebs, Richards**

Absent: **Director Carney**

Director Krebs reported on his activities with the Salem-Keizer Area Transportation Study (SKATS), neighborhood associations in his subdistrict and on the joint meeting of the Association of Oregon Rail and Transit Advocates (AORTA) and the All Aboard Washington Association (AAWA) in Portland.

Director Richards reported on his activities that included meetings with Northwest Senior Services and the State Rehabilitation Council for Vocational Rehabilitation.

President Davidson invited the Board to recommend any items they would like to add to the agenda for future discussions.

K. ADJOURN BOARD MEETING

8:03 pm

Respectfully Submitted

A handwritten signature in black ink that reads "Ian Davidson".

Ian Davidson, President

Salem Area Mass Transit District

Board of Directors Meeting (November 19, 2020)

Public Comments: West Salem Neighborhood Association

My name is Nick Fortey and I am the Traffic, Transit and Infrastructure committee chair for the West Salem Neighborhood Association. We have a few comments to offer for tonight's Board meeting, all of which are related to the performance reports.

Item H2 – Performance Report

This informational item covers the performance report for the first quarter of Fiscal Year 2021. The report includes well-recognized transit agency performance measures such as daily average revenue hours, daily average revenue miles, daily average rides, and fares. We support these metrics but would strongly encourage inclusion of metrics which evaluate "opportunity" such as equity and service distribution measures across the District's broad service area. Transit is about transportation but it is also about connection and community. The expansion of metrics broadens the description of the totality of the impact of transit and would assist us as a neighborhood association in better understanding the delivery and needs of transit. This better positions us for involvement in the forthcoming Our Salem discussions and follow-on Transportation System Plan development.

Item H3 – Trip Choice Report

Three items in this report lead to comments

Edgewater market outreach

First, we would like to express our deep appreciation for the sponsorship of the bicycle repair events at the Edgewater Farmers Market. Trip Choice conducted this effort in coordination with the Safe Routes to School Program, Northwest Hub, Salem Leadership Foundation, and the Edgewater partnership. The number of bikes repaired, as shown in the report is indeed impressive. But this simple number belies the importance this activity has had for our community. The service encouraged individuals at the Market to return with kids and bicycles for the free repair and check-up, encouraged interest in the Market, increased knowledge of

the Safe Routes to School Program, helped expand knowledge of biking opportunities in the area, and increased awareness of regional transit service. To build upon our earlier theme, thank you for supporting transit and transportation options and for building communities.

Telework

Second, the report discusses efforts on building a telework toolkit. We are excited to see this effort come to fruition. Trip reduction efforts would have a real benefit for better managing traffic on key arterials in West Salem. We would encourage continued outreach and work with the State of Oregon, as a major employer in Salem, to evaluate opportunities for further expanding telework opportunities.

Ride Salem Bike Share

Finally, we encourage efforts to continue with the bike share program. We appreciate the challenges due to the provider going out of business and insurance funding issues but see this program as an important component of a broad, robust and inclusive transportation system.

Thank you for the opportunity to provide comments.

Nick Fortey

West Salem Neighborhood Association