



Salem Area Mass Transit District
Board of Directors

~ **WORK SESSION** ~

August 14, 2017

Courthouse Square – Senator Hearing Room
555 Court Street NE, Salem, Oregon 97301

MINUTES

PRESENT: President Robert Krebs; Directors Jerry Thompson, Steve Evans, Marcia Kelley, Kathy Lincoln, and Doug Rodgers; **ABSENT:** Director Colleen Busch

Board

Staff Allan Pollock, General Manager; David Trimble, Chief Operating Officer; Patricia Feeny, Director of Communication; Paula Dixon, Director of Administration; Steve Dickey, Director of Transportation Development; Linda Galeazzi, Executive Assistant; Chris French, Senior Planner; Chip Colby, Information Technology Manager; SueAnn Coffin, Contracted Services Manager; Brian Woodall, Procurement/Contracts Manager; Matt Berggren, Transit Planner II

Guests Citizens, Mark Knecht and Randy Morgan

1. CALL TO ORDER **5:32 PM**

President Bob Krebs called the work session to order at 5:32 p.m.

2. DISCUSSION

a. Review of the Service Planning Guidelines

Staff report: Pages 1-6 of the agenda

Presenter: Matt Berggren, Transit Planner II

Board members were apprised of a new comprehensive service guidelines document being prepared by the planning staff, which codifies the District's annual service planning process from beginning to end. The guidelines will be used to establish new policies and standards to guide the service planning decision-making process.

In response to questions from the Board, staff explained that the guidelines represent the annual service planning process for major changes that occur in September of any given year. The same guidelines will be used for tweaks to the service but the major service changes happen in September.

Follow-up: Staff will ensure that photos represent the diversity of the community in publications. Presentations will reflect diversity and encourage all

potential riders to use the service. The Board will receive a copy of the service guidelines when the final version is complete.

b. Response to President Krebs Memo re: Valley Retriever

Staff report: Pages 7-10 of the agenda.

Presenter: Chris French, Senior Planner

At the Board's work session on June 12, 2017, President Krebs presented a proposal to expand Cherriots service by taking over portions or the entire route of the Valley Retriever Bus Line. The Valley Retriever had gone out of business in May due to the death of the owner Dennis Dick. This resulted in a loss of intercity bus service from Newport to Bend, through Corvallis, Albany, Salem and Sisters.

Planning staff recommended that this potential opportunity would not be a good fit for the District's business model at this time due to the lack of reliable existing data on current or historical demand and actual operating costs. Other factors considered were the lack of buses needed to run the service; the passenger count necessary to make the service revenue neutral; and the fact that service is currently being provided between Newport, Corvallis and Albany. Interest has been expressed to ODOT by multiple for-profit companies that want to provide the service. At the same time, with the passage of House Bill 2017, the District is preparing for the delivery of additional weekend, holiday and later evening service to the District's primary service area.

Follow-up: None

c. Non-Emergent Medical Transportation Update

Staff report: Verbal

Presenter: David Trimble, Chief Operating Officer

As Mr. Trimble reported in March 2017, the District was notified of the Coordinate Care Organization (CCO) Willamette Valley Community Health's (WVCH) intent to release a Request for Proposal (RFP) for Non-Emergent Medical Transportation Brokerage Services. These are services currently provided by Cherriots through the Cherriots Call Center. The RFP for a 'risk' contract was released on July 18th, 2017. The District, as a public entity, is not able to assume any risk and cannot use local funds to subsidize the program. By comparison, national and private companies can assume that risk. The District's business model for NEMT is a "pass through" arrangement where no profit is earned from being a brokerage. The District bills the State of Oregon and WVCH on the actual costs to run the services; and is not allowed to subsidize Medicaid programs with general fund dollars through any shortfalls in Medicaid funding.

As a result, the District will not respond to the RFP which ends Friday, August 18th. A contract will be awarded on September 22. There will be a soft opening on October 30 and the launch date is January 1, 2018.

The Districts' contract with WVCH ends on December 31, 2017. The District will wait for WVCH's choice of a new provider and work on a smooth transition. Working with MTM, staff will provide information to call center employees and to the providers explaining the process. An internal and external communication campaign will be developed to explain the CCO's decision and reassure stakeholders that their services will not change until December 31, 2017.

d. Eclipse Event Update

Staff report: Verbal

Presenter: David Trimble, Chief Operating Officer

Mr. Trimble provided the Board with a packet of information that was passed out to all employees on the District's operations and communication plans for Monday, August 21st ("Eclipse Day"). The packet included copies of local eclipse information, website information, a service advisory, Take Ones, posters and sandwich board signs being used to inform riders of potential system-wide delays; and a copy of "*Oregon Solar Eclipse Safety Tips*" from the State Fire Marshall's Office.

e. Disadvantaged Business Enterprise (DBE) Goal

Staff report: Pages 11-16 of the agenda

Presenter: Brian Woodall, Procurement/Contracts Manager

The District, as a recipient of federal funds, set a disadvantaged business enterprise (DBE) participation goal for FFY 2018-2020 at four percent for DBE participation in federal contracts. The new period begins October 1, 2017. This goal was published on the Cherriots website on August 7, 2017. The DBE officer is accepting comments on the goal calculation and rationale until September 7, 2017. On September 8, 2017, staff will submit the District's goal to the FTA for approval.

Director Lincoln stated that ODOT has a robust DBE program. Mr. Woodall said staff has been in contact with ODOT and Lane Transit District. They have been good to work with.

Follow-up: The District's goal and DBE information will remain on the Cherriots website to promote contract participation with minorities and women-owned businesses. The District has large construction projects coming up that could achieve this goal.

f. Board Committee Assignments

Staff report: Pages 17-20 of the agenda

Presenter: President Robert Krebs

The Board reviewed President Krebs' proposed list of committee assignments to standing local and state committees, and to Board-appointed subcommittees. These are

two-year appointments from July 1, 2017 to June 30, 2019. President Krebs said he would also like to establish better communication with Salem and Keizer city councils. He will finalize the list of appointments for the August 24, 2017 regular meeting.

Follow-up: Board members will let President Krebs know if they have a preference for an activity or an employment conflict that makes it difficult for them to attend meetings during the business day.

g. Review of Neighborhood Association's Point of Contact

Staff report: Pages 21-24 of the agenda

Presenter: President Robert Krebs

With the passing of House Bill 2017 for the State's transportation package, planning for enhanced service has begun, and Board members expect to do more public outreach. The Board reviewed a list of the neighborhood associations within their Subdistricts and assigned primary and alternate board members who will be responsible to attend the meetings to provide information on the service, answer questions and receive feedback.

h. Issue GM Performance Evaluation Packets

Staff report: Page 25-26 of the agenda

Presenter: Paula Dixon, Director of Administration

Board members received their packet of information for the general manager's performance evaluation. Completed evaluations are due by September 14 and will be compiled and reviewed by the Secretary of the Board. The Board will meet in executive session on September 28 to review and discuss the compilation. If any action takes place, the Board will meet in open session.

3. GENERAL MANAGER COMMENTS

6:55 PM

Staff report: Pages 27-30 of the agenda

Presenter: Allan Pollock, General Manager

Board members reviewed the draft agenda for the August 24, 2017 board meeting, the Board's calendar, and upcoming agenda items that will be brought before the Board for action. There was brief discussion about scheduling a Board Planning Retreat to provide staff with guidance for the service enhancement public outreach process.

4. WORK SESSION ADJOURNED

7:02 PM

Submitted and Recorded by: Linda Galeazzi, Executive Assistant/Clerk of the Board