

Salem Area Mass Transit District
BOARD OF DIRECTORS MEETING

Thursday, June 22, 2017

6:00 PM Reception for Outgoing Director John Hammill

6:30 PM Board Meeting and Budget Hearing

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

MEETING AGENDA

A. CALL TO ORDER & NOTE OF ATTENDANCE

B. PLEDGE OF ALLEGIANCE – Director John Hammill

C. ANNOUNCEMENTS & CHANGES TO AGENDA

D. PRESENTATION – GFOA CAFR Award

Jeff White, representing the Oregon Government Finance Officers Association will present the Certificate of Achievement for Excellence in Financial Reporting Award to Salem Area Mass Transit District for the Fifth Year in the Program

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E. BUDGET HEARING

This is the time on the agenda designated for testimony by anyone on the subject of adopting the Salem Area Mass Transit District Budget for Fiscal Year 2018 that was approved by the Budget Committee on May 18, 2017 **[Supplemental Packet]**

F. DELIBERATION OF BUDGET HEARING

Shall the Board adopt Resolution No. 2017-08 for the Fiscal Year 2018 Budget, Making Appropriations, and Imposing and Categorizing Taxes **5**

G. PUBLIC COMMENT - Each person's comments are limited to three (3) minutes.

H. CONSENT CALENDAR

1. Approval of Minutes [Action]

a. Board Meeting of May 25, 2017 **13**

2. Routine Business Items [Action]

a. Approval of the United Way Donation for Fiscal Year 2018 **27**

I. ITEMS DEFERRED FROM THE CONSENT CALENDAR

J. ACTION ITEMS

1. Resolution 2017-09 Amendment to the FY2017 Adopted Budget **35**

2. Approval of Advertising RFP **39**

K. INFORMATION ITEMS

L. REPORTS

- 1. Board Subcommittee Reports *[Receive and File]* 41
- 2. Minutes of May 8, 2017 Work Session 43

Board members are appointed to local, regional, or national committees and also present testimony at public hearings on specific issues as the need arises. After these meetings, public hearings, or other activities, time is scheduled for an oral report.

M. BOARD & MANAGEMENT ISSUES

- 1. General Manager
- 2. Board President
- 3. Board of Directors

N. ADJOURNMENT

Next Regular Board Meeting Date: Thursday, July 27, 2017

BOARD MEETING PROCEDURES

CONSENT CALENDAR AND AGENDA ITEMS All items on the Consent Calendar will be adopted as a group by a single motion unless a Board member requests to withdraw an item for discussion. Action on items requested for discussion will be deferred until after adoption of the Consent Calendar. Comments on specific items will be taken after the staff report and before Board discussion for each agenda item. **APPEARANCE OF INTERESTED CITIZENS & AGENCIES** Time is designated on every Board agenda for questions or statements by persons in the audience on any items of Board business, including those items appearing on the agenda that are subject to public hearing. Individual citizens will be invited to come forward in a manner similar to that prescribed for public hearings and make any statement they wish, being limited to three minutes. Members of any agency wishing to make statements should submit their statement in writing to the Clerk of the Board per the agenda deadline below. At the designated meeting, the agency representative will be invited to come forward to speak for a limit of five minutes on their item. **TO GET ITEMS ON THE AGENDA** All communication and matters that appear on the Board agenda must be submitted to the Clerk of the Board by noon on Wednesday, one week prior to the Board meeting. You are encouraged to mail, email or bring your written communication to Cherrriots Administration Office, 555 Court St NE, Suite 5230, Salem, OR 97301. The Board of Directors email address is: Board@cherrriots.org. **SPECIAL ACCOMMODATIONS** Those individuals needing special accommodations such as sign or other language interpreters to participate in the Board meeting must request such services at least 48 hours prior to the meeting. Please direct your request to the Clerk of the Board at 503-588-2424. Individuals with a hearing impairment may call Oregon Telecommunications Relay Service, 711.

PROCEDIMIENTOS DE LA REUNIÓN

CALENDARIO DE CONSENTIMIENTO Y ARTÍCULOS DE AGENDA Todos los artículos en el Calendario de Consentimiento serán adoptados como grupo por un única propuesta a menos que un miembro de la Junta solicita retirar un artículo para discusión. La acción sobre artículos solicitados para discusión serán diferidos hasta después de la adopción del Calendario de Consentimiento. Comentarios sobre artículos específicos serán adoptadas tras el informe de personal y antes de la discusión de la Junta para cada orden del día. **COMPARECENCIA DE LOS CIUDADANOS Y AGENCIAS INTERESADAS** Este es el tiempo designado en cada orden del día de la Junta para preguntas o declaraciones por las personas en la audiencia, de cualquiera de los puntos de los asuntos de la Junta, incluyendo aquellos puntos que aparecen en el orden del día que estén sujetos a una audiencia pública. Se le invita a los ciudadanos individuales a presentarse en una forma similar a los prescritos para las audiencias públicas y a hacer cualquier declaración que deseen, estando limitadas a (3) minutos. Cualquier miembro de una agencia que desee hacer declaraciones en ese momento debe enviar la información al personal de la Junta de acuerdo a los plazos abajo mencionados. En la reunión designada, el miembro de la agencia será invitado a presentarse para hablar, con un límite de (5) minutos en su asunto. **PARA TENER ASUNTOS EN EL ORDEN DEL DIA** Para que todas las comunicaciones y asuntos aparezcan en el orden del día de la Junta, deben ser enviados al personal de la Junta antes del mediodía del miércoles de la semana previa a la reunión de la Junta. Si Ud. tiene algún asunto que quiera presentar ante la Junta en el futuro, le animamos a mandarlo por correo o traer una comunicación por escrito al Distrito de Transito del Área de Salem, 555 Court St NE, Suite 5230, Salem, OR 97301; 503-588-2424; Board@cherrriots.org **NECESIDADES ESPECIALES** Aquellos individuos que necesiten servicios especiales como Interpretes para el lenguaje de señales u otros, para participar en la reunión de la Junta, deben solicitar dichos servicios al menos 48 horas antes de la reunión. Por favor dirigir su solicitud al Secretario de la Junta al 503-588-2424. Las personas sordas por favor llamar al Servicio de Telecomunicaciones de Oregon, 711.

For electronic copy of the Board meeting agenda packet, go to www.cherrriots.org/board. Regular Board meetings are televised on Channel 21; and can be viewed at any time on CCTV's website at <https://www.cctvsalem.org/all/>.

MEMO TO: BOARD OF DIRECTORS

FROM: WENDY FETH, ACCOUNTANT

THRU: ALLAN POLLOCK, GENERAL MANAGER

SUBJECT: CERTIFICATE OF ACHIEVEMENT FOR EXCELLENCE IN FINANCIAL REPORTING

Issue

Shall Salem-Keizer Transit be recognized by the Government Finance Officers Association of the United States and Canada (GFOA) for its comprehensive annual financial report (CAFR)?

Background and Findings

The CAFR, was established in 1946 through the efforts of a private group in Chicago, Illinois by the name of Government Financial Officers Association (GFOA). The National Council on Governmental Accounting (NCGA) issued 'Governmental Accounting, Auditing and Financial Reporting', which is the basis of the format for the current standard. This document, known as the "Blue Book," and its successors documented the CAFR accounting structure and provided standardization and example documents.

Various levels of government —federal, state, local and municipal—each began producing a CAFR to catalog an accurate picture of institutional funds, enterprise or financial holdings, assets and total investment incomes for those government and nongovernmental entities using the report. Relevant to taxpayer interests, the CAFR is "the" report for review of asset accounting for any local government body. The primary difference between a budget and a CAFR is that a budget is a plan for a fiscal period primarily showing where tax income is to be allocated. The CAFR contains results of the period (year) with previous year's accumulations. A CAFR shows the total of all financial accounting, provides a comparison of period budget and actual, and gives a detailed showing of investment accounts by category reflecting balances over previous years.

This measure is above and beyond the budget process replacing the "general fixed-asset account group." The CAFR grew to be the nationwide paradigm for local government accounting. The CAFR is presented to the GFOA for review each year and upon review awards their Certificate of Achievement Award for Excellence in Financial Reporting to those local governments that comply with the CAFR accounting standards of preparation.

On May 1, 2017, the District received notification (attached as Attachment A) from the GFOA that their CAFR for fiscal year ending June 30, 2016 qualified for a Certificate of Achievement for Excellence in Financial Reporting. The Certificate of Achievement is the highest form of recognition in governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management. This is the 5th consecutive year that Salem-Keizer Transit has received this recognition.

Financial Impact

None

Recommendation

None. Information only

Proposed Motion

None



Government Finance Officers Association
203 North LaSalle Street, Suite 2700
Chicago, Illinois 60601-1210
312.977.9700 Fax: 312.977.4806

May 1, 2017

Jared Isaksen
Finance Manager
Salem Area Mass Transit District
555 Court Street NE
Suite 5230
Salem, OR 97301-3980

Dear Mr. Isaksen:

We are pleased to notify you that your 2016 fiscal year end comprehensive annual financial report (CAFR) qualifies for GFOA's Certificate of Achievement for Excellence in Financial Reporting. The Certificate of Achievement is the highest form of recognition in governmental accounting and financial reporting, and its attainment represents a significant accomplishment. Congratulations for having satisfied the high standards of the program. We hope that your example will encourage others in their efforts to achieve and maintain an appropriate standard of excellence in financial reporting.

A "Summary of Grading" form and a confidential list of comments and suggestions for possible improvements are enclosed. It is strongly encouraged the recommended improvements be implemented into the next report and the report be submitted to the program within six months of your next fiscal year end. Certificate of Achievement Program policy requires that written responses to the comments and suggestions for improvement accompany the next fiscal year's submission. The written responses should provide details about how each item is addressed within this report. These responses will be provided to those Special Review Committee members participating in the review. If a comment is unclear or there appears to be a discrepancy, please contact the Technical Services Center at (312) 977-9700 and ask to speak with a Certificate of Achievement Program in-house reviewer.

When a Certificate of Achievement is awarded to a government, an Award of Financial Reporting Achievement (AFRA) is also presented to the individual(s) or department designated by the government as primarily responsible for its having earned the Certificate. An AFRA is enclosed for the preparer as designated on the application.

Continuing participants will find a Certificate and brass medallion enclosed with these results. First-time recipients will find a Certificate enclosed with these results and will receive a plaque in about 10 weeks. You may arrange for a formal presentation of the Certificate and Award of Financial Reporting Achievement, and we hope that appropriate publicity will be given to this notable achievement. A sample news release has been enclosed.

A current holder of a Certificate of Achievement may include a reproduction of the Certificate in its immediately subsequent CAFR. A camera-ready copy of your Certificate is enclosed for that purpose. If you reproduce your Certificate in your next report, please refer to the enclosed instructions. A Certificate of Achievement is valid for a period of one year.

A Certificate of Achievement Program application is posted on GFOA's website. This application must be completed and accompany your next submission. See sections III and IV of the application for instructions. **The entity's GFOA membership number appears on the attached comments and must be listed on the application.** Your continued interest in and support of the Certificate of Achievement Program is most appreciated. If we may be of any further assistance, please contact the Technical Services Center at (312) 977-9700.

Sincerely,

A handwritten signature in black ink, appearing to read "Todd Buikema". The signature is fluid and cursive.

Todd Buikema
Acting Director, Technical Services Center

MEMO TO: BOARD OF DIRECTORS

FROM: WENDY FETH, ACCOUNTANT

THRU: ALLAN POLLOCK, GENERAL MANAGER

SUBJECT: RESOLUTION #2017-08 ADOPTING FISCAL YEAR (FY) 2017-2018 BUDGET, MAKING APPROPRIATIONS, IMPOSING AND CATEGORIZING TAXES

Issue

Shall the Board of Directors adopt Resolution #2017-08 for the FY2017-2018 Budget, making the appropriations accordingly, and imposing, and categorizing the taxes?

Background and Findings

In accordance with Oregon State Budget Law, the Budget Committee reviewed and approved the FY2017-2018 Budget on May 18, 2017 for a total of all funds of \$58,108,543.

Hersch Sangster, the Budget Committee Chair asked that the Board set the Budget Hearing following approval by the Budget Committee. The budget summary and notice of a public hearing (attached) were published as required by law. The Budget Hearing was scheduled for June 22, 2017 and will occur prior to the Board's consideration of Resolution #2017-08 for the adoption of the budget.

The Budget Committee approved a tax rate of \$.7609 per \$1,000 of assessed value, the permanent rate set by Measure 50. Resolution #2017-08 also imposes and categorizes taxes in accordance with Oregon Budget Law requirements.

Recommendation

Staff recommends the board adopt Resolution #2017-08, thereby adopting the FY2017-2018 Budget and imposing and categorizing property taxes.

Proposed Motion

I move that the Board adopt Resolution #2017-08 to adopt the FY2017-2018 Budget, making appropriations; and imposing and categorizing taxes.

June 22, 2017

President Krebs and Members of the Board:

As the chair of Salem Area Mass Transit District's Budget Committee, I am pleased to present you with an approved budget for fiscal year 2017-2018 - with the Budget Committee's recommendation to adopt the budget.

Thanks go to both the elected members and the appointed citizen members of the Budget Committee for their service. The attention to detail and insight of all the members made the process productive and efficient. I'd also like to thank General Manager Allan Pollock and all of his great and hardworking staff.

The FY2018 budget for the District includes appropriated funds at \$58.1 million and unappropriated and reserve amounts at \$19.8 for a total of **\$77.9 million**.

The District's General Fund budget at **\$27.2 million** includes property tax revenues, fare revenue, and various state and federal grant sources. The General Fund maintains approximately 169,500 vehicle revenue hours. It supports the continuation of the West Salem Connector and the 15X Shuttle Route between Airport Road Park & Ride and the Capitol Mall; while service to the Grand Ronde community on the 2X Route will end.

The Transportation Program Fund budget at **\$18.7 million** includes state and federal grant funds and a local contribution from the General Fund as required by federal law. The Transportation Program Fund pays for services provided by the District that are outside the scope of the Cherrits fixed-route service. These services include the Cherrits paratransit service, regional service, the Cherrits Call Center, Trip Choice, transportation programs coordination, mobility management, and transportation demand management. Resources in the Transportation Program Fund are expected to decrease by 7.1 percent.

State and federal grant funds also provides for a **\$12.1 million** Capital Projects Fund. Major projects proposed for FY2018 include the signalized intersection project at the Keizer Transit Center and fleet replacement.

The FY2018 budget allows the District to maintain existing levels of service and has the resources to attract and maintain a quality workforce while the District collaborates with Federal, State and local partners to identify funding to support public transit and the infrastructure; and works toward more effective and efficient public transit services.

It was a pleasure chairing the budget committee. The budget document was well organized, and staff presentations were clear and professional. It made our job easy. Thank you all for your commitment and hard work.

Respectfully submitted,

Hersch Sangster
SAMTD Budget Committee Chair

RESOLUTION #2017-08

ADOPTING THE BUDGET

BE IT RESOLVED that the Board of Directors of the Salem Area Mass Transit District hereby adopts the budget for fiscal year 2017-2018 in the total amount of \$77,944,260; now on file at the District Administration Office, 555 Court St., NE, Suite 5230, Salem, OR 97301.

MAKING APPROPRIATIONS

BE IT RESOLVED that the amounts for the fiscal year beginning July 1, 2017, and for the purposes shown below are hereby appropriated:

<u>General Fund</u>		<u>Transportation Programs Fund</u>	
General Manager/Board of Directors	\$ 615,365	Communication	\$ -
Administration	1,800,930	Transportation Development	647,125
Communication	1,732,655	Operations	17,979,765
Transportation Development	2,049,130	Transfers	109,530
Operations	17,683,403	Total	\$ 18,736,420
Unallocated - General Administration	1,076,960		
Transfers	754,000		
Contingency	1,500,000		
Total	\$ 27,212,443		
<u>Capital Project Fund</u>			
Administration	\$ 216,775		
Communication	20,000		
Transportation Development	3,518,890		
Operations	8,404,015		
Transfers	-		
Total	\$ 12,159,680		

Total Appropriations, All Funds	\$ 58,108,543
Total Unappropriated and Reserve Amounts, All Funds	\$ 19,835,717
TOTAL ADOPTED BUDGET	\$ 77,944,260

IMPOSING THE TAX

BE IT RESOLVED that the Board of Directors of the Salem Area Mass Transit District hereby imposes the taxes provided for in the adopted budget at the rate of \$.7609 per \$1,000 of assessed value for operations; and that these taxes are hereby imposed and categorized for tax year 2017-2018 upon assessed value of all taxable property within the district as follows:

CATEGORIZING THE TAX

General Government Limitation	Excluded from Limitation
Permanent Rate Tax.....\$.7609/\$1,000	\$0.00

The above resolution statements were approved and declared adopted on this 22rd day of June 2017.

ATTEST:

X _____
President
Board of Directors

X _____
Secretary
Board of Directors

FORM LB-1**NOTICE OF BUDGET HEARING**

A public meeting of the Salem Area Mass Transit District will be held on June 22, 2017 at 6:30 pm at the Senator Hearing Room in Courthouse Square, 555 Court St NE, Salem, OR 97301. The purpose of this meeting is to discuss the budget for the fiscal year beginning July 1, 2017 as approved by the Salem Area Mass Transit District Budget Committee. A summary of the budget is presented below. A copy of the budget may be inspected or obtained at the Salem-Keizer Transit Administration Office at 555 Court St NE, Suite 5230, Salem, OR 97301, between the hours of 8 a.m. and 5 p.m. This budget is for an annual budget period. This budget was prepared on a basis of accounting that is the same as used the preceding year.

Contact: Wendy Feth

Telephone: 503-588-2424

Email: wendy.feth@cherriots.org

FINANCIAL SUMMARY - RESOURCES

TOTAL OF ALL FUNDS	Actual Amount 2015-16	Adopted Budget This Year 2016-17	Approved Budget Next Year 2017-18
Beginning Fund Balance/Net Working Capital	22,357,775	22,073,500	25,518,322
Fees, Licenses, Permits, Fines, Assessments & Other Service Charges	2,694,670	2,785,300	2,739,900
Federal, State and All Other Grants, Gifts, Allocations and Donations	29,786,793	40,037,800	36,750,588
Interfund Transfers / Internal Service Reimbursements	0	127,000	863,530
All Other Resources Except Property Taxes	358,389	196,600	327,695
Property Taxes Estimated to be Received	11,292,522	11,312,700	11,744,225
Total Resources	66,490,149	76,532,900	77,944,260

FINANCIAL SUMMARY - REQUIREMENTS BY OBJECT CLASSIFICATION

Personnel Services	18,795,934	20,164,300	20,892,765
Materials and Services	20,292,883	22,182,000	22,905,713
Capital Outlay	1,386,849	13,127,800	11,946,535
Interfund Transfers	0	127,000	863,530
Contingencies	0	1,500,000	1,500,000
Unappropriated Ending Balance and Reserved for Future Expenditure	0	19,431,800	19,835,717
Total Requirements	40,475,666	76,532,900	77,944,260

FINANCIAL SUMMARY - REQUIREMENTS BY ORGANIZATIONAL UNIT OR PROGRAM			
Name of Organizational Unit or Program FTE for that unit or program			
General Manager/Board of Directors	534,071	603,900	615,365
FTE	2.00	2.00	2.00
Administration	1,622,812	1,813,400	1,800,930
FTE	12.10	12.80	12.90
Communication	981,072	1,582,700	1,732,655
FTE	9.10	8.80	10.90
Transportation Development	1,601,676	1,991,500	2,049,130
FTE	8.10	10.60	11.20
Operations	15,478,171	17,196,800	17,683,403
FTE	144.40	146.60	146.40
Transportation Programs Fund	14,117,489	17,709,300	18,626,890
FTE	12.60	11.50	10.20
Capital Projects Fund	1,079,657	13,423,100	12,159,680
FTE	1.40	3.20	1.60
Non-Departmental / Non-Program	5,060,718	22,212,200	23,276,207
FTE	0.00	0.00	0.00
Total Requirements	40,475,666	76,532,900	77,944,260
Total FTE	189.70	195.50	195.20

STATEMENT OF CHANGES IN ACTIVITIES and SOURCES OF FINANCING

The Capital Projects fund has four major projects in the budget for fiscal year 2017-18, Keizer Transit Center Improvements, South Salem Transit Center, fleet replacement and Bus Stops & Shelters.

PROPERTY TAX LEVIES			
	Rate Imposed	Rate Imposed	Rate Imposed
Permanent Rate Levy (rate limit .7609 per \$1,000)	.7609	.7609	.7609



Salem Area Mass Transit District
BOARD OF DIRECTORS

May 25, 2017

Index of Board Actions

<u>Action</u>	<u>Page</u>
Moved to approve the Consent Calendar with the exception of Routine Business Items 2.b and 2.c:	4
1. <u>Approval of Minutes</u>	
a. Regular Board Meeting of April 27, 2017	
b. Special Board Meeting of April 24, 2017	
2. <u>Routine Business</u>	
a. Adopt the FY2018 Board Meeting Schedule	
b. MV Contract Extension PULLED	
c. Police Services Contract PULLED	
Moved to approve Routine Business Item -	4
<i>F.2.b. MV Contract Extension</i> and authorize the General Manager to execute a six-month contract extension with MV Transportation for Contracted Transportation Services for the period July 1, 2017, to December 31, 2017 in the amount of \$2,244,676; and for	
<i>Item F.2.c. Police Services Contract</i> to authorize the General Manager to finalize negotiations and enter into a not-to-exceed \$265,000 contract with the City of Salem for Police Services for the period July 1, 2017 - June 30, 2019.	
Move to authorize the General Manager to execute a contract with Creative Bus Sales for the purchase of five (5) ADA Paratransit replacement transit vehicles for Cherriotics LIFT service for a not-to-exceed amount of \$634,644.	5
Move to authorize the General Manager to execute a contract with Western Bus Sales for the purchase of three (3) medium heavy duty replacement transit buses for Cherriotics Regional service for a not-to-exceed amount of \$647,208.	5



Move to adopt Resolution #2017-04 to rescind and replace Policy #104 “Language Assistance” in accordance with the guidelines set forth that will provide language assistance to people with limited English proficiency. **6**

Move to adopt Resolution #2017-05 to rescind and replace Policy #108 “Public Participation Process for Proposed Fare Increases and/or Transit Service Reductions” to conduct a public participation process in the event of any increase in fares or transit service reductions. **6**

Move to adopt Resolution #2017-06 to approve the 2017 Title VI Program; and direct the General Manager to submit the document to the Federal Transit Administration (FTA) by May 31, 2017 as required by federal rules and regulations. **6-7**

Regular Board meetings were video recorded and are available for viewing on the CCTV website at www.cctvsalem.org.



Salem Area Mass Transit District
BOARD OF DIRECTORS MEETING

May 25, 2017

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

MINUTES

PRESENT:	President Robert Krebs; Directors John Hammill, Colleen Busch, Jerry Thompson, Kathy Lincoln, and Steve Evans; ABSENT: Director Marcia Kelley
Board	
Staff	Allan Pollock, General Manager; David Trimble, Chief Operating Officer; Paula Dixon, Director of Administration; Steve Dickey, Director of Transportation Development, Gregg Thompson, Maintenance Manager; Chris French, Senior Planner; Roxanne Beltz, Trip Choice Coordinator; Wendy Feth, Accountant, Linda Galeazzi, Executive Assistant; Ben Fetherston, SAMTD Legal Counsel
Guests	Citizens – Damon Talbot, Joshua Dye, and Mark Knecht

A. CALL TO ORDER AND NOTE OF ATTENDANCE **6:30 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 - None

D. PRESENTATION - None

E. PUBLIC COMMENT

Damon Talbot – provided written comments (attached) about changes that could be made to six routes in the current service, ways to fund the service, public comment; and making more information publicly available about the services.

Joshua Dye – spoke about accessibility of an ADA scooter on an older bus to ride up on the ramp and get into position and having the correct straps to keep the scooter placed. He suggested that the District consider getting smaller buses.

Mark Knecht – asked about the process for a non-profit organization or church to purchase an ADA-accessible bus. Mr. Pollock explained what the disposition process was for buses.



F. CONSENT CALENDAR

6:44 PM

Discussion: Director Busch pulled Routine Business Items – F.2.b MV Contract Extension on pages 13-14 of the agenda; and F.2.c Police Services Contract on pages 15-29 - from the Consent Calendar.

Motion: Move to approve the Consent Calendar with the exception of Routine Items 2.b and 2.c. -

- 1. Approval of Minutes**
 - a. Regular Board Meeting of April 27, 2017**
 - b. Special Board Meeting of April 24, 2017**
- 2. Routine Business**
 - a. Adopt the FY2018 Board Meeting Schedule**
 - ~~b. MV Contract Extension~~
 - ~~c. Police Services Contract~~

Motion by: Director John Hammill
Second: Director Colleen Busch
Vote: Motion passed (6)

G. ITEMS DEFERRED FROM THE CONSENT CALENDAR

Discussion Director Busch explained that the District is having to extend the contract with MV for six months due to a delay in the process for approval by the Federal Transit Administration. The extension will end up costing the District more financially in revenue hours.

Director Busch explained, regarding Item 2.b Police Services, that the District has an intergovernmental agreement with the City of Salem for police services that is already in the budget. The Board’s action will settle the negotiation between the District and the Salem Police Department.

Motion: Move to approve Routine Business Items
***F.2.b. MV Contract Extension* and authorize the General Manager to execute a six-month contract extension with MV Transportation for Contracted Transportation Services for the period July 1, 2017, to December 31, 2017 in the amount of \$2,244,676; and**
***F.2.c. Police Services Contract* to authorize the General Manager to finalize negotiations and enter into a not-to-exceed \$265,000 contract with the City of Salem for Police Services for the period July 1, 2017 - June 30, 2019.**

Motion by: Director Colleen Busch
Second: Director Kathy Lincoln



Vote: Motion passed (6)

H. ACTION ITEMS

1. Approval of Vehicle Procurement

6:46 PM

a. Cherriots Lift Vehicles

Staff report: Pages 31-34 in the agenda

Presenter: Gregg Thompson, Maintenance Manager

SAMTD's current fleet for Cherriots LIFT service consists of 43 lift-equipped vehicles. The five vehicles to be replaced have exceeded Useful Life Benchmarks of five (5) years, 150,000 miles. The vehicles to be replaced are at nine (9) years of age with an average of over 196,500 miles each. Funding for the proposed contract is covered through a Federal Transit Administration (FTA) 5309 grant (\$427,435), Oregon State Special Transportation funds (\$154,710), and Insurance Settlement Funds (\$52,499).

Motion: Move to authorize the General Manager to execute a contract with Creative Bus Sales for the purchase of five (5) ADA Paratransit replacement transit vehicles for Cherriots LIFT service for a not-to-exceed amount of \$634,644.

Motion by: Director John Hammill

Second: Director Steve Evans

Vote: Motion passed (6)

b. Cherriots Regional Vehicles

SAMTD's current fleet for Cherriots Regional service consists of 15 lift-equipped vehicles. The three vehicles to be replaced have exceeded Useful Life Benchmarks of 10 years, 350,000 miles. The vehicles to be replaced are at 13 years of age, with an average of over 395,750 miles each. Funding for the proposed contract is provided through an ODOT 5310 Grant (\$447,589), an ODOT 5339 Grant (\$209,523), and Oregon State Special Transportation funds (\$94,142).

Motion: Move to authorize the General Manager to execute a contract with Western Bus Sales for the purchase of three (3) medium heavy duty replacement transit buses for Cherriots Regional service for a not-to-exceed amount of \$647,208.

Motion by: Director Colleen Busch

Second: Director Kathy Lincoln

Vote: Motion passed (6)

2. Adoption of the 2017 Title VI Program Updates

7:00 PM

a. Resolution 2017-04 Policy #104 Language Assistance

b. Resolution 2017-05 Policy #108 Public Participation



c. Resolution 2017-06 Approve the 2017 Title VI Program

Staff report: Pages 35-62 in the agenda

Presenter: Ted Stonecliffe, Transit Planner II

The FTA requires transit agencies receiving federal funds to maintain a Title VI Program that follows the statutes, laws, regulations, and administrative rules established in 49 U.S.C. Chapter 53. FTA requires the Title VI Program to be updated every three years and submitted to them for review. Mr. Stonecliffe reviewed the changes made to Policies #104 and #108 that are included in the further updated Title VI Program that was last submitted to the FTA on May 31, 2014.

- a. Language Assistance: Due to the newly updated demographic data obtained from the U.S. Census American Community Survey (ACS), some population statistics have changed since 2014 when the Title VI Program was last updated. As a result, Policy #104 must be revised with an update of the foreign languages included in SAMTD Title VI notifications to Spanish and Russian since ACS data shows populations of five percent or 1,000 individuals as not speaking English “very well” for both of these language groups in Marion and Polk Counties
- b. Public Participation: As a result of policy changes to Major Service Changes, Policy #108 must be modified to reflect the thresholds that define a “Major Service Change” and the definition used for “low-income” populations were adjusted per community feedback.

Motion: Move to adopt Resolution #2017-04 to rescind and replace Policy #104 “Language Assistance” in accordance with the guidelines set forth that will provide language assistance to people with limited English proficiency.

Motion by: Director Kathy Lincoln

Second: Director John Hammill

Vote: Motion passed (6)

Motion: Move to adopt Resolution #2017-05 to rescind and replace Policy #108 “Public Participation Process for Proposed Fare Increases and/or Transit Service Reductions” to conduct a public participation process in the event of any increase in fares or transit service reductions.

Motion by: Director Kathy Lincoln

Second: Director Colleen Busch

Vote: Motion passed (6)

Motion: Move to adopt Resolution #2017-06 to approve the 2017 Title VI Program; and direct the General Manager to submit the document to the Federal



Transit Administration (FTA) by May 31, 2017 as required by federal rules and regulations.

Motion by: Director Steve Evans
Second: Director Colleen Busch
Vote: Motion passed (6)

I. INFORMATION ITEMS - None

J. REPORTS

Finance – Second Quarter

7:07 PM

Staff report: Pages 63-70 of the agenda

Presenter: Wendy Feth, Accountant

Most of the property taxes have been received by the end of the third quarter, and as a result, General Fund revenue is at 71% of the annual budget. The DMAP Reimbursement is a result of reconciling FY2016 expenses against revenues received which created a balance due back to Oregon Health Authority (OHA). General Fund expenses are under budget in most appropriation levels. The Communication budget for Customer Service is at 77% due to the retirement of a long-time employee resulting in leave cash outs and a need for temporary help. The Transportation Programs Fund revenue is at 61% due to the reimbursement nature of federal grants. The Federal 5307 is at 6% but after fiscal year-end accruals, the District will have requested the full amount budgeted as reimbursement. The Divisions under Transportation Programs Fund are close or under budget. The Special Transportation Coordination program is at 81%. A grant to fund a new bus purchase for Legacy Health, formerly known as Silverton Health, (\$83,582) was obtained after the budget was adopted. A budget amendment will be brought to the Board at the June 22nd Board meeting to increase budget appropriations for this grant. The Capital Project Fund spent 2% of the approved budget at the end of the third quarter. Many of the capital projects are in the planning or procurement stages and will be carried forward to next fiscal year to be completed in that year. Actual operating revenues / resources at \$17,299.039 is at 71% of the budget in the third quarter. Actual operating expenses / requirements at \$17,080,425; is at 70% of the budget.

Trip Choice (fka Rideshare) – Second Quarter

7:15 PM

Staff report: Pages 71-96 of the agenda

Presenter: Roxanne Beltz, Trip Choice Coordinator

During the third quarter of fiscal year 2017, staff completed the FY2018 Annual Work Plan required by ODOT and the Mid-Willamette Valley Council of Governments (MWVCOG), and a market analysis that will be used to guide their program outreach



in Polk, Marion and Yamhill counties. The annual Student Poster Contest called “Oh, The Places You Will Go” is complete. There were 400 posters entered into the contest. Six winners were selected and 13 Honorable Mentions. Many of the posters will be featured in the 2018 Cherriots calendar and exhibited in the Salem Art Association’s Young Artist Showcase. There has been a decline in the use of the ride matching database. ODOT indicated they will begin to research other ride matching platforms.

Board members praised the Trip Choice staff for their work in Keizer to acquire a bike repair station; and with Travel Salem on the walking maps; and on the open house for Safe Routes to School.

Performance – Second Quarter

7:25 PM

Staff report: Pages 97-114 of the agenda

Presenter: Matt Berggren, Transit Planner II

Performance measures beginning January 1, 2017 to March 31, 2017 show a separation of the local Cherriots service from Cherriots Regional service (aka CARTS). Reporting for *Cherriots Local* now includes the local fixed- and express- routes. Qualified Human Service Organization (QHSO) routes, and the West Salem Connector. Reports for *Cherriots Regional* includes the regional express routes, deviated fixed routes, flex routes and dial-a-ride. Reporting was also recorded for the RED Line, Cherriots Lift, the State Bus Pass Program, and on the January 2017 service changes.

Board Subcommittee Report

7:37 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 page 115 of the agenda.

Minutes of the Board’s April 10, 2017 Work Session were received and filed.

BOARD AND MANAGEMENT ISSUES

K.1 General Manager

7:50 PM

Mr. Pollock reported on the Iris Festival Sponsor Recognition Luncheon. A former employee, Guy Dana and other staff members decorated the bus that was entered in the Iris Festival Parade. He reminded the Board that Monday was a holiday. District offices would be closed and there would be no bus service in recognition of Memorial Day. He noted that he would be attending the Center for Transit Innovation with Patricia Feeny and Director Lincoln. Staff is also preparing talking points for public hearings while they wait for the State’s transportation bill to come out.

K.2 Board President

7:51 PM



President Krebs reports on his transit-related Board and community service activities since the last board of directors meeting. Of note, President Krebs has been elected Vice-Chair of the Board for the Oregon Metro Planning Organization Consortium.

K.3 Board of Directors

7:52 PM

Board members give 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 noted that Sean O'Day became the new Executive Director of the Mid-Willamette Valley Council of Governments.

Director Hammill advised that the Special Transportation Fund Advisory Committee was looking for citizen-members to fill openings on the committee.

Director Lincoln reported on her attendance at the Center for Transit Innovation in Seattle, Washington where there was much discussion about how to prepare for and conduct ballot measure campaigns. She proposed that the General Manager conduct an analysis of the District's current structure and how to lay the ground work for a campaign. Part of the discussion included having a timeline of about two years, and how to form a coalition and partnerships. Mr. Pollock said there was the role of the campaign committee and the role of the District laying the ground work with marketing and education. It was an opportunity for the Board to take a step back and ask if they really want to do this; are they set up with the right priorities; and to analyze what needs to be done.

Mr. Pollock reported that the City Council for the City of Salem adopted a resolution to set up a Transit Committee with three councilors and six citizens to work with the District. Mr. Pollock will contact the City Manager to find out more about this committee and if there will be a transit representative on the committee.

L. Meeting Adjourned

8:09 PM

Respectfully submitted,

Robert Krebs, President

**The Public Transportation Question:
A Letter and independent Transportation Plan
from a Transit Bound Citizen**

To the Salem-Keizer Transit Board,
City of Salem, and the Citizens
and Community Members
of our Great City of Salem,

My name is Damon Talbot a resident of Salem only since 2016. After moving here I was excited to be back in a big city with many new opportunities to explore after spending the last 7 years in smaller cities here in Oregon and previously Michigan. It was not long after my arrival I found my first major disappointment.

No public transportation at night or on weekends.

Not only did this mean I would be stuck home unable to participate in community events, activities, nightlife and other experiences the bigger issue was transportation needed for gainful employment.

Many job opportunities require nights and weekends. The current transit system only works for a Monday to Friday daytime shift. You cannot even look at Swing Shift which typically ends at 11:00 pm, a full two hours after the last buses.

I have seen many echo the same complaints and talk of costly long time studies but have decided to jump in and give my own take on the issue. Though I have ZERO experience in Transportation Planning I tend to be a very analytical problem solver. Maybe an outside out of the box perspective may shine a new light on the issue to consider.

I also have only had access to very limited amounts of information on the current system. This includes only having the current routes and schedules but no ridership information. I also have very little detailed data on the budget just overall operations costs.

In the end maybe that's a good thing? I'm not limited by what I know and have to look at a "best case" type of view.

I would be glad to meet and discuss this plan in person and go over anything that may be helpful in bettering the transportation in our community..

Damon Talbot

The Elephant in the Room: We need Nighttime and Weekend Transportation Options

As stated in my opening letter the biggest issue I along with many others have is the inability to use the bus at night or on weekends. This is a very limiting problem that affects those that are transit bound but could also be impacting the overall city economy.

I have had the opportunity to drive into downtown later at night and on weekends and our city has a lot going on even when the weather is bad, I can imagine how vibrant the summer will be. I already have seen events coming up throughout summer both downtown and at other local venues. Unfortunately for those of us that do not drive they mostly are at night, or on weekends.

It's not just fun and games though. Looking for a job has become a job in itself. I don't know how many possible positions I have had to pass by due to transportation needs. Some have required weekends or swing shift of which neither works with the current transit system. Lots of these are entry level or "blue collar" such as custodial or manufacturing. So those that would be working some of the lowest wage jobs, and that need jobs the most, are the ones most unable to get them.

This affects our economy by stagnating the workforce and also preventing those with jobs but no transportation from spending extra money in the city and participating in the community.

In starting to look at the issue I made a few key decisions;

- We need service, but it can be limited in nature.
- Most important times are until Midnight to 1am and Saturday
- Routes should be within 1 mile of almost the entire city
- Maximize schedules to limit need for equipment and operators.

Based on these key concepts I worked through the information available publicly online I could find, looked at maps, routes and schedules to create the following plan:

Chariots would implement an Extended Service that would run 6 routes that cover within one mile of a majority of the city. These would run on a hourly round trip schedule limiting the number of required buses and operators to only one per each of the routes. The preference would be to run until at least the Midnight hour with possible extensions to 1 or 2 am if appropriate and able. Running until Midnight should help for those on Swing and Graveyard in getting to and from jobs. It is still somewhat early for "nightlife" but does allow much more participation in late evening events, or other entertainment.

Based only on the map, and looking at what schedules run most often as indicator of 'major' routes the following were selected as outlined in a proposed schedule. A better planned extended Schedule may include some route realignments and adjustments to provide even better service.

Evening and Weekend Service

	Outbound					Inbound			
ROUTE 19 - Broadway / River Rd	Downtown Transit Center	Broadway @ Pine	River Rd @ Chemawa	Keizer Transit Center		Keizer Transit Center	River Rd @ Chemawa	River Rd @ Chemawa	Downtown Transit Center
	:00	:06	:12	:19		:25	:32	:44	:50
ROUTE 21 - South Commercial	Downtown Transit Center	Commercial @ Rural	Commercial @ Keglers	Madras @ Fircrest		Madras @ Fircrest	Commercial @ Keglers	Commercial @ Rural	Downtown Transit Center
	:00	:06	:13	:22		:28	:34	:41	:50
ROUTE 8 - Liberty Road	Downtown Transit Center	Pringle @ Madrona	Skyline @ Kuebler	Barnes @ Commercial		Barnes @ Commercial	Skyline @ Kuebler	Pringle @ Madrona	Downtown Transit Center
	:00	:11	:20	:30		:30	:40	:49	:59
ROUTE 3 - Portland Road	Downtown Transit Center	Brooks @ Highland	Portland Rd @ Hyacinth	Chemeketa College		Chemeketa College	Portland Rd @ Bill Frey Dr	Portland Rd @ Highland	Downtown Transit Center
	:00	:09	:15	:27		:30	:38	:42	:53
ROUTE 4 - State Street	Downtown Transit Center	State Street @ Airport Rd	State Street @ Lancaster	Ricky Street @ ShopKo		Ricky Street @ ShopKo	State Street @ Lancaster	State Street @ Airport Rd	Downtown Transit Center
	:00	:09	:12	:23		:30	:35	:39	:51
ROUTE 11 - Lancaster / Keizer	Rickey @ Connecticut	Lancaster @ Market	Chemeketa College	Keizer Transit Center		Keizer Transit Center	Chemeketa College	Lancaster @ Market	Rickey @ Connecticut
	:10	:21	:30	:47		:00	:18	:27	:38

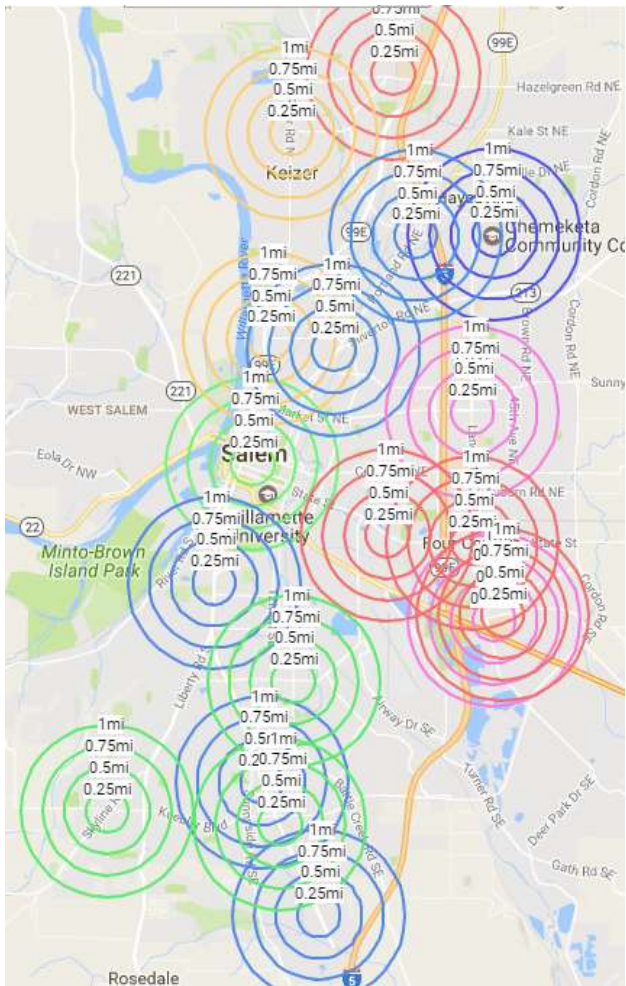
Weekdays: As you can see almost all routes will be able to use one bus for a round trip. Route 11 which takes almost 50 mins would need an inbound and outbound bus running. The schedules would run hourly beginning at 10, 11, and 12 with an addition of 1am on Friday this results in 21 new trips a night or 106 a week including the extra on Friday.

Saturday: My thought is to run the same schedule on Saturday but starting at 8am until 1am. This results in 119 trips.

Sunday: This one is tricky and I see three options. Do nothing and have no service as currently, run same service as Saturday, or run a limited schedule for a selected period of hours.

----- BLANK-----

Serving Everybody



In selecting the routes I looked at the routes that were marked as *15 minute schedules* with the assumption these were the most used. I then added two of the other routes to provide coverage to some areas that were showing underserved in my mapping.

<https://sartopo.com/m/JKEU>

To develop a plan for the map I created range rings at $\frac{1}{4}$, $\frac{1}{2}$, $\frac{3}{4}$, and 1 mile and placed them only on the stops as listed in the schedule. This does leave some areas appearing to be underserved but if you look at the route path you see the bus does travel within the “1 mile” corridor I was trying to stay in. The goal is that you would be only a mile from the farthest stop.

In looking at the map there are a couple of routes that may benefit from a variance during extended service.

Most notable is Route 8 which goes through South Salem and covers much of what Route 21 reaches while still not maximizing the reach on South Salem.

One area was completely neglected in this plan and that is West Salem. With the new changes with the West Salem Connector and Routes coming I withheld any action on those at this time.

Another factor not accounted for is if the CherryLift, Regional, or other services. These would have to be decided up as to how to effectively give those that need these services especially CherryLift the same opportunity to have night and weekend access.

Operations Support

It is recommended that the Transit Centers would close at regular time during the week and have limited hours on Saturday. This would be supplemented by on duty operations supervisors.

Dispatch may be able to run on less staff or by the operations supervisors on shift depending on the abilities in Chariots. There may be a need for additional security for the new hours even with the interior of Transit Centers closed

Counting Beans

Just as much as I am no Transit expert I am not a budget guru. Clearly close to 200 new trips a week, additional staff time, maintenance, and etc will be an additional cost. Without having access to the numbers I cannot even begin to guess what the cost would actually be.

I can give a few ideas on where some of the funds could come from. First is there would be at least a increase in passenger revenue. I am sure that would not be enough to offset the costs. The next thing would be looking at any new grants that may be available for adding additional services.

Lastly is something I have no clue if has been discussed in the past or what the general feeling is on it. Advertising, whether it be on the buses, bus stops, full bus wraps to other marketing tools available transit advertising can be a revenue source.

Conclusion

There are many different options that the Salem-Keizer Board can look at. Even with what little information I had available I have presented a fairly reasonable concept. With some time, access to more detailed information, and support of staff I am sure a much more comprehensive plan can be developed.

Thinking out of the box one last time maybe the Board should not spend ten of thousands on a study of this issue but put together a public committee that could work together with staff support to take this to the next level.

Thank you for the consideration and reading the document.

Damon Talbot

MEMO TO: BOARD OF DIRECTORS

FROM: LINDA GALEAZZI, EXECUTIVE ASSISTANT

THRU: ALLAN POLLOCK, GENERAL MANAGER

SUBJECT: ANNUAL ALLOCATION OF "DAY PASSES" TO THE UNITED WAY OF THE MID-WILLAMETTE VALLEY FOR FY 2018

Issue

Shall the Board approve the annual allocation of "Day Passes" to the United Way of the Mid-Willamette Valley for fiscal year 2017-2018?

Background and Findings

On February 25, 1999, the Board adopted Resolution #99-03 a Policy Regarding Donation of Transit Items. According to the Resolution, it is the wish of Salem Area Mass Transit District (SAMTD) to promote the use of public transit, to foster good community relations, and to be a proactive participant in community affairs. Further, in keeping with this goal, it is the District's policy to respond to and work with businesses and agencies which service clientele in need of short-term assistance in riding the bus. Such services are intended to be provided on a limited basis to meet the extraordinary need on the part of clients, and are not intended to be ongoing.

On August 25, 2005, the Board adopted Resolution #05-04 to amend the donation policy for transit items and formalize the partnership between SAMTD and the United Way of Mid-Willamette Valley in brokering requests for transportation assistance and distribution of pre-loaded full fare day passes valued at \$3.25 each and youth day passes valued at \$1.50 each that becomes effective at time of activation on the bus.

The United Way of Mid-Willamette Valley has an application process for their member agencies to request passes. United Way staff screens member agency applicants for eligibility, and tracks distribution. This process has worked well and those in need of transportation assistance have been provided assistance through member agencies.

In FY2016, the Board raised the District's donation from 4,000 to 5,000 day passes to the United Way for their member agencies to use to assist their clients with temporary transportation assistance. Fifty percent of the annual allocation is distributed in July and January of each fiscal year.

Recommendation

Staff recommends the approval of an annual allocation of 5,000 day passes to the United Way of the Mid-Willamette Valley for FY 2018.

Proposed Motion

I move that the Board approve an annual allocation of 5,000 day passes to the United Way of the Mid-Willamette Valley for FY 2018.

-OR-

I move to approve staff's recommendation.



Bus Pass Success Stories From Nonprofits

June 2016 – July 2017

Northwest Human Services

Coordinating medical care and appointments around work or school hours and family time can be a challenge for the average person. When you throw in a lack of transportation, it becomes more than just a challenge. It becomes a big obstacle that must be overcome. An individual arrived on foot to our downtown Administrative Office cold and wet from the rain, and in a panic. This person had been seen by their primary care provider earlier in the week, and was instructed to pick up their prescription at a pharmacy nearby the doctor's office... Which was located clear in another part of town from where they lived.

Thankfully, thanks to bus passes provided by the United Way, our Receptionist, Sara, was able to provide this individual with a bus pass. The person walked the 2 blocks to the bus depot, and was able to get out of the cold weather and catch the next bus to go pick up their prescription medications before the pharmacy closed for the evening.

Mid-Willamette Valley Community Action Agency

The bus passes that we receive here at HOME Youth & Resource Center make a difference to our youth on a daily basis. There are many youth that get passes for seemingly normal everyday reasons; there are also those times that are much more urgent.

Several days ago we had a youth stop by and ask for some assistance because she and her ex-boyfriend had just gotten in a physical altercation. We have limited options in regards to transportation, being able to offer her a bus pass so she could go to the hospital and then be able to get home afterwards made a huge impact on life of this particular youth.

HOME Youth & Resource Center is very grateful for the assistance we get from United Way of the Mid-Willamette Valley. Without your support we would not be able to do what we do on a daily basis.

St. Francis Shelter

Katie and Matt moved into our shelter a few months ago with their 3 children. Soon after moving in, their car was totaled in a hit and run accident while it was parked on the street one night. Matt was able to find transportation to and from work in Woodburn by riding with a friend. Katie had to rely on the bus to get to and from her part time job and to her daughter's doctor's appointments for treatment of a rare congenital spine condition. I was able to offer Katie bus passes during the time they were without transportation so she could remain employed and her daughter could continue treatments.

Katie was then able to purchase a monthly bus pass when she got paid. This was a valuable resource I was able to offer this family while they were residing in our shelter.

Women at the Well Grace House

Thank you United Way for your support on my journey to a new life at Grace House. My name is Linda and for the past several months I have resided at Grace House. This is a blessing because during this time I have been learning how to be self-sufficient. The Grace House has been able to make sure that I can get from one appointment to the next by letting me receive bus passes. If for any reason I did not receive these passes I would not be able to make it to my weekly counseling appointments, my doctor appointments, pick up my medications, vocational rehab, social security and many other places I need to go. So I would like to say thank you so much for your bus pass donations as it has helped me immensely.

Catholic Community Services

One of our families has four children, two of whom have ongoing medical needs. The family needed assistance to get their children to and from medical visits; the family does not have their own means of transportation. United Way's Cherriots bus passes made it possible for the parent to keep the children's appointments in order to provide the children with necessary healthcare.

Total Number Requested Bus Passes July - September 2016

Organization	Requested		Granted	
	Adult	Youth	Adult	Youth
Catholic Community Services	275		142	
Center for Hope & Safety	400		206	
Christian Community Placement Center		150		72
Congregations Helping People				
Goodwill Job Connection	150		77	
Mano a Mano Family Center	20	50	20	24
Marion-Polk Food Share	20	5	20	5
Marion-Polk Medical Foundation	15	10	15	10
Mid-Willamette Valley Community Action	300	100	155	48
Nothwest Human Services (NWHS)	500	20	258	20
Salvation Army	350		181	
St. Joseph Shelter	20	10	20	10
Union Gospel Mission (UGM)	200		103	
United Way discretion	30	11	30	11
Moving Forward	20	10	20	10
Shelly's House				
Salem Free Clinic				
Salem Leadership Foundation				
St Vincent DePaul				
Family Building Blocks				
St. Francis Shelter	30	15	30	15
Easter Seals Oregon				
Women at the Well Grace House	64		64	
Total	2394	381	1341	225

6/15/2017 5:06 PM

United Way Bus Pass Program FY 2016 - 2017

	Q1	Q2	Q3	Q4	Total
Donated by SKT					
Adult	1125	1125	1125	1125	4500
Youth	125	125	125	125	500
Total	1250	1250	1250	1250	5000
Purchased by United Way					
Adult	216	217	216	216	865
Youth	100	101	100	100	401
Total	316	318	316	316	1266
Total Available					
Adult	1341	1342	1341	1341	5365
Youth	225	226	225	225	901
Total	1566	1568	1566	1566	6266
Requested					
Adult	2394	2379	2546	2425	9744
Youth	381	420	245	560	1606
Total	2775	2799	2791	2985	11350
Granted					
Adult	1341	1342	1341	1341	5365
Youth	225	226	225	225	901
Total	1566	1568	1566	1566	6266
	0	0	0	0	0

Quarter 1 = July - September 2016
 Quarter 2 = October - December 2016
 Quarter 3 = January - March 2017
 Quarter 4 = April - June 2017

United Way of the Mid-Willamette Valley Bus Pass Program

July 2016 – June 2017

REASON FOR ISSUING PASSES

Health Related Appointments
Social Service Appointments (DHS, Social Security, Caseworker, etc.)
Employment Searches or Interviews
Transportation for Basic Needs (Food, Clothing, Housing/Shelter)
Transportation to / from New Employment (until 1st paycheck)
Services Specific to an Individual Agency

NON-PROFITS WITH CHERRIOTS BUS PASSES

Catholic Community Services
Center for Hope & Safety
Christian Community Placement Center
Easter Seals Oregon
Family Building Blocks
Galt Foundation
Goodwill Job Connection
Kairos NW (Cadenza)
Mano a Mano Family Center
Marion-Polk Food Share
Medical Foundation of Marion & Polk Counties
Mid-Willamette Valley Community Action Agency
Moving Forward
Northwest Human Services
Salem Free Clinics
Salem Keizer Coalition for Equality
Salem Leadership Foundation
The Salvation Army
St. Francis Shelter
St. Joseph Shelter
Shelly's House
Union Gospel Mission
Women at the Well Grace House

Pass Type	Requested	Granted	Unmet Need
Adult	9,744	5,365	4,379
Youth	1,606	901	705

July 2016 – June 2017 we have 23 non-profits applying for bus passes.

Salem Area Mass Transit donated 4,500 Adult and 500 Youth passes.

United Way of the Mid-Willamette Valley purchased 865 Adult and 401 Youth passes.

MEMO TO: BOARD OF DIRECTORS

FROM: WENDY FETH, ACCOUNTANT

THRU: ALLAN POLLOCK, GENERAL MANAGER

SUBJECT: ADOPTION OF RESOLUTION #2017-09 FY 2017 BUDGET AMENDMENT

Issue

Shall the Board adopt Resolution #2017-09 that amends Resolution #2016-05 to authorize a transfer of funds totaling \$80,000 between appropriation categories in the FY 2016-17 Budget?

Background and Findings

Oregon Budget law requires that the District's budget be adopted at the Division and Fund level. The Finance staff monitors actual expenditures and estimates year end balances to determine if any category will exceed budgeted appropriations.

It is currently projected that the Operations Division will be over budget by approximately \$75,883 due to higher than budgeted fixed route personnel expense. The Communication Division Budget is under budget allowing the capacity to transfer \$80,000 to the Operations Division Budget to provide the needed funds.

The following table shows the projected variance before the budget transfer.

Fiscal Year 2016-17 Adopted Budget and Yearend Projections

	Budget as Adopted	Yearend Projection	Variance
General Fund			
Operations	\$17,196,800	\$17,272,683	(\$75,883)
Total	\$17,196,800	\$17,272,683	(\$75,883)

	Adoption	Action	Amended
General Fund			
Operations	\$17,196,800	\$80,000	\$17,276,800
Communications	\$1,582,700	(\$80,000)	\$1,502,700
Total	\$18,779,500	--	\$18,779,500

Financial Impact

The proposed resolution will not increase legal appropriations in these funds; it only transfers spending authorization from one category to another

Recommendation

Staff recommends that the Board adopt Resolution#2017-09 that amends Resolution #2016-05 adopted on June 23, 2016; to authorize a transfer in the FY2017 Budget of \$80,000 within the General Fund from the Communications Division budget to the Operations Division budget for unbudgeted personnel costs

Proposed Motion

I move that the Board adopt Resolution#2017-09 that amends Resolution #2016-05 to authorize a transfer in the FY2017 Budget of \$80,000 within the General Fund from the Communications Division budget to the Operations Division budget for unbudgeted personnel costs.

**RESOLUTION #2017-09
AMENDING FY2016-17 BUDGET**

WHEREAS, the Salem Area Mass Transit District Board of Directors adopted the Fiscal Year 2016-2017 Budget by Resolution #2016-05 on June 23, 2016;

WHEREAS, The Board is authorized to transfer funds between appropriation categories, and

WHEREAS, the Board of Directors has ascertained that it is necessary to transfer, within the General Fund, \$80,000 from the Communication Division Budget to the Operations Division Budget to cover higher than anticipated fixed route personnel expenses.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE SALEM AREA MASS TRANSIT DISTRICT:

THAT the Board of Directors hereby adopts Resolution #2017-09 that amends Resolution #2016-05 to authorize a transfer of funds between appropriation categories in the Adopted Budget for FY 2016-2017;

THAT the amounts shown below are hereby appropriated as follows, and shall become effective upon adoption of this resolution:

	<u>ADOPTED</u>	<u>ACTION</u>	<u>AMENDED</u>
<u>General Fund</u>			
Operations	\$17,196,800	\$80,000	\$17,276,800
Communication	\$1,582,700	(\$80,000)	\$1,502,700

ADOPTED by the Board of Directors on this the 22nd day of June, 2017

ATTEST:

President, SAMTD Board of Directors

Secretary, SAMTD Board of Directors

MEMO TO: BOARD OF DIRECTORS

**FROM: LORNA ADKINS, MARKETING AND COMMUNICATION COORDINATOR
PATRICIA FEENY, DIRECTOR OF COMMUNICATION**

THRU: ALLAN POLLOCK, GENERAL MANAGER

SUBJECT: CONTRACT FOR COMMERCIAL ADVERTISING ON DISTRICT PROPERTY

Issue

Shall the Board authorize the General Manager to negotiate and enter into a contract with Stott Outdoor Advertising for commercial advertising on District property?

Background and Findings

The District issued a formal solicitation for commercial advertising services February 23, with a closing date of March 21. Two proposals were received by the extended deadline of April 12. The District received best and final offer (BAFO) proposals from Stott Outdoor Advertising and All Points Media on May 26.

The review committee met to discuss the BAFO's and to do the final scoring on each proposal. Stott Outdoor Advertising received the higher score. Based on the criteria of fee proposal, firm performance, firm references and project approach, Stott received a final score of 73.63 out of 100. All Points Media received 51.4 points.

Stott's BAFO increased the revenue sharing proposal from 35 percent to 37.5 percent. The guaranteed minimum payment increased from \$480,000 over five years to \$540,000. Stott's proposal demonstrated experience with bus advertising sales. It included more solid references from transit properties.

The Board discussed the proposals at the May 8 work session, before receipt of the BAFOs, and again at the June 12 work session when final scoring was complete.

An Intent to Award contract was issued to Stott Outdoor Advertising on June 13. On that same day, a letter of notification was sent to All Points Media regarding the decision.

Stott estimates that there will be advertising on buses within a month and will be hiring a local salesperson and opening a local office.

Fee Proposal

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Projected Revenue	\$174,000	\$381,000	\$525,000	\$642,000	\$720,000	\$2,442,000
37.5% Revenue to SAMTD	\$65,250	\$142,875	\$196,875	\$240,750	\$270,000	\$915,750
Guaranteed Payment	\$84,000*	\$96,000	\$108,000	\$120,000	\$132,000	\$540,000

*Stott guarantees more than 37.5% in the first year as sales ramp up.

Next Steps

Upon authorization by the Board, the General Manager will complete negotiations with an intent to sign a contract to be effective July 3, 2017. Staff will hold a kickoff meeting with Stott in early July. Staff will provide monthly updates to the Board on the advertising contract performance.

Recommendation

Staff recommends that the Board authorize the General Manager to negotiate and enter into a contract with Stott Outdoor Advertising for Commercial Advertising on District Property.

Proposed Motion

I move that the Board authorize the General Manager to negotiate and enter into a contract with Stott Outdoor Advertising for Commercial Advertising on District Property.

MEMO TO: BOARD OF DIRECTORS
FROM: ALLAN POLLOCK, GENERAL MANAGER
SUBJECT: BOARD MEMBER COMMITTEE REPORT

Issue

Shall the Board report on their committee participation and meetings attended?

Background and Findings

Board members are appointed to local, regional, or national committees. Board members also present testimony at public hearings on specific issues as the need arises. After these meetings, public hearings, or other activities attended by individual members on behalf of SAMTD, time will be scheduled for an oral report/update. The following activities have designated board member representation:

Board/Committee

Director(s)

Special Transportation Fund Advisory Committee (STFAC)

Director Hammill

Alternate: Director Thompson

Mid-Willamette Area Commission on Transportation (MWACT)

Director Kelley

Alternate: Director Lincoln

Mid-Willamette Valley Council of Governments (MWVCOG)

Director Thompson

Alternate: President Krebs

Salem-Keizer Area Transportation Study Policy Committee (SKATS)

President Krebs

Alternate: Director Busch

Oregon Metropolitan Planning Organization Consortium (OMPOC)

President Krebs

Alternate: Director Busch

Financial Impact

None

Recommendation

Receive and File

Proposed Motion

None



Salem Area Mass Transit District
Board of Directors

~ **WORK SESSION** ~

May 8, 2017

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

MINUTES

PRESENT:	President Robert Krebs; Directors Jerry Thompson, Kathy Lincoln, Marcia Kelley, and Colleen Busch
Board	ABSENT: Directors John Hammill and Steve Evans
Staff	Allan Pollock, General Manager; David Trimble, Chief Operating Officer; Patricia Feeny, Director of Communication; Paula Dixon, Director of Administration; SueAnn Coffin, Contracted Transportation Manager; Linda Galeazzi, Executive Assistant
Guests	Bill Holmstrom, Chair, SAMTD Budget Committee

1. CALL TO ORDER **5:30 PM**
President Bob Krebs called the work session to order.

2. DISCUSSION

a. MV Contract Extension **5:31 PM**

Staff report: Pages 1-2 of the agenda

Presenter: David Trimble, Chief Operating Officer

Board members received information on a proposed six month extension of a two-year contract with MV Transportation that ends June 30, 2017. The District submitted a request for proposal (RFP) to the Federal Transit Administration to extend the current Contract to December 31, 2017 for their review as required. The FTA review has taken longer than expected delaying the solicitation process. The current two-year contract includes Complementary ADA Paratransit Service (CherryLift), Chemeketa Area Regional Transportation Service (CARTS), and RED Line service.

Follow-up: Mr. Pollock has an appointment with an FTA representative to discuss the ramifications for the delay in the solicitation process. He noted that this exercises one of two extensions from the previous contract.



b. Title VI Plan Discussion

5:38 PM

Staff report: Pages 3-362

Presenter: Ted Stonecliffe, Transit Planner II

Mr. Stonecliffe provided a recap of changes proposed in the Title VI Program document to include Policy 104 Language Assistance and Policy 108 Public Participation. Mr. Stonecliffe explained the five major parts to the Title VI Program and the three policies to govern the major service changes and three policies to govern fare changes. Policy 104 was changed to include Spanish and *Russian* language after the District conducted a review of the minority population percentages that exceed 5% or 1,000 individuals, whichever is less of the total population within Marion and Polk Counties. Policy 108 applies to the institution of proposed reduction in transit services or increases in fares.

Follow-up: The Board will take action on the policy changes and the Title VI Program document at the May 25, 2017 board meeting.

c. Advertising RFP Update

6:27 PM

Staff report: Pages 1-2 of the agenda

Presenter: Lorna Adkins, Marketing Coordinator

Ms. Adkins informed the board that staff conducted interviews with two vendors for commercial advertising services and intends to present a formal recommendation at the May 25th board meeting. She reported on staff's findings after contacting other transit agencies to find out what percent of their advertising contract was revenue, if they offered advertising. She spoke about the committee's process for recommending a vendor whose revenue guarantee is lower than the other vendor interviewed. Rates are determined at the time a five year contract is set up and will include advertising on all of the District buses.

Board members discussed whether the new brand played a more significant role than revenue when making a decision between the two vendors. They discussed the opportunity it gives local businesses to have local advertising. Board members were advised that the cost of District time for maintenance and other staff interaction has not yet been considered. Board members said they want local business participation and a move toward good will in the community. They don't want advertising to reduce the quality of the rides for the customer.

Follow-up: Board members will want to see the final offer before they take action.

d. Review Draft FY2018 Board Meeting Schedule

7:13 PM

Staff report: Page 365



Presenter: Allan Pollock, General Manager

The Board reviewed a proposed calendar for the FY2017-2018 regular board meeting and work session dates. There was a conflict for the October work session date due to the APTA Annual Conference scheduled from October 8-11, 2017. Board member recommended that the October work session be held on October 16, 2017. The times of the work session at 5:30 p.m. and the board meetings at 6:30 p.m. will not be changed.

Follow-up: The Board will vote on their calendar of meetings for FY2018 at the May 25, 2017 regular board meeting.

e. Strategic Planning Continued Discussion

7:17 PM

Staff report: Verbal

Presenter: Allan Pollock, General Manager

Mr. Pollock spoke about a joint transportation meeting held at the Capitol. He also reported that the Salem City Council will take action at their meeting this evening to support the transit component of the State transportation bill. It was noted that the transit district is the only entity that operates within four different jurisdictions.

Mr. Pollock gave a presentation at the first meeting of the City's strategic planning process. There were five to six work groups chosen to discuss topics to include public transportation. He also provided a YouTube presentation of the City Council's May 6, 2017 work session, where City Councilors discussed the role the City could take through six different approaches to help public transportation. The City will direct their staff to work with District staff in a work group setting.

Follow-up: Mr. Pollock will follow up to see what action the City Council took to support transit as part of the State's transportation bill.

3. GENERAL MANAGER COMMENTS

7:44 PM

Staff report: Pages 367-370

Presenter: Allan Pollock, General Manager

Mr. Pollock went over the draft agenda for the May 25th board meeting, and reviewed the upcoming board agenda items and calendar review.

Follow-up: Director Busch noted that she would be gone for the June 22, 2017 meeting.

4. WORK SESSION ADJOURNED

7:45 PM

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

