



**SALEM AREA MASS TRANSIT DISTRICT
BOARD OF DIRECTORS**

~ WORK SESSION ~

Monday, November 14, 2016
5:30 PM

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

AGENDA

- 1. CALL TO ORDER** (President Bob Krebs)
- 2. DISCUSSION**
 - a. CARTS Regional Redesign Project Update **1**
 - b. Cherriots Service Changes **51**
 - c. Proposed Website Development Contract **71**
 - d. District Property Commercial Advertising Policy **73**
 - e. 2016-2017 Strategic Plan **79**
- 3. GENERAL MANAGER COMMENTS**
 - a. Calendar Review **83**
 - b. Upcoming Board Agenda Items **84**
 - c. Draft Agenda for the December 8, 2016 Regular Meeting **85**

Mission

*Connecting people with places
through safe, friendly, and reliable public transportation services*

Values

Safety – Service Excellence – Communication – Innovation – Accountability

SPECIAL ACCOMODATIONS 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 Board Secretary at 503-588-2424. Hearing impaired please call Oregon Telecommunications Relay Service, 711.

NECESIDADES ESPECIALES Aquellos individuos que necesitan 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.

Salem-Keizer Transit ~ 555 Court St NE, Suite 5230 ~ Salem, OR 97301 Phone (503) 588-2424 ~ www.cherriots.org

MEMO TO: BOARD OF DIRECTORS

FROM: TED STONECLIFFE, LONG-RANGE PLANNING ANALYST

THRU: ALLAN POLLOCK, GENERAL MANAGER

SUBJECT: CARTS REDESIGN PROJECT PUBLIC OUTREACH SUMMARY & NEXT STEPS

The Board received updates on the CARTS Redesign project at the August 8, 2016 Board work session and the August 25, 2016 Board meeting. Since then, Planning and Customer Service staff has completed six weeks of public outreach for the proposed changes, which included attending twelve events, riding the CARTS buses, and conducting online outreach in order to get the word out about the proposal. Table 1 below shows the number of public contacts made and the number of comments collected. Two unique aspects of this outreach were the geographic diversity it represents and the effort to reach both current riders and potential future riders.

Table 1: Public Contacts and Written Comments Received During CARTS Outreach

Date	Event	Estimate Number of Contacts Made	Written Feedback Collected
9/10/16	Saturday Markets in Aumsville, Dallas, Independence	60	16
9/10/16	Woodburn Fiesta de Salud (Spanish)	60	5
9/14/16	Canyon Collaborative meeting	15	9
9/20/16	Elected Officials meeting, Stayton	24	7
9/24/16	Silverton Community Aid Resource Day	31	20
9/26/16	Chemeketa Community College	51	19
9/26/16	KWIP Radio Show	100 [†]	1
9/27/16	Woodburn Bi-Mart table	32	19
9/29/16	Table at CARTS bays (Downtown Transit Center)	92	63
10/13/16	Mill City Arts Center and Radio Show (KYAC)	60 [†]	20
9/12/16 - 10/20/16	Onboard Buses (Routes 10, 20, 30, 40, and 50)	81	75
9/7/16 - 10/20/16	Online (email and Facebook comments)	79	47
9/7/16 - 10/20/16	Hard copy letters	17	17
9/7/16 - 10/20/16	Miscellaneous	14	27
	Total Contacts	716	344
	Total Unique Contacts*	668	

† Estimate based on listener-base during radio shows

* Total unique contacts (some people could have been included via multiple avenues and an attempt was made to exclude duplicates in this count)

The CARTS Redesign Plan as provided in Attachment A contains the detailed schedules, maps, and written description of the routes in order for the public to understand the changes to the greatest extent possible. There were also updates provided via social media, Cherriots.org, and announcements of the events on the CARTS buses.

Methods of Receiving Feedback

Figure 1 below summarizes how comments were received in the outreach process. This shows that the events and on-board contacts made were much more productive than relying on online, phone, and letter writing methods of receiving feedback. A copy of the comment card used at events and on-board the buses are provided in Attachment B as a reference.

FIGURE 1.

Where we received **written feedback**



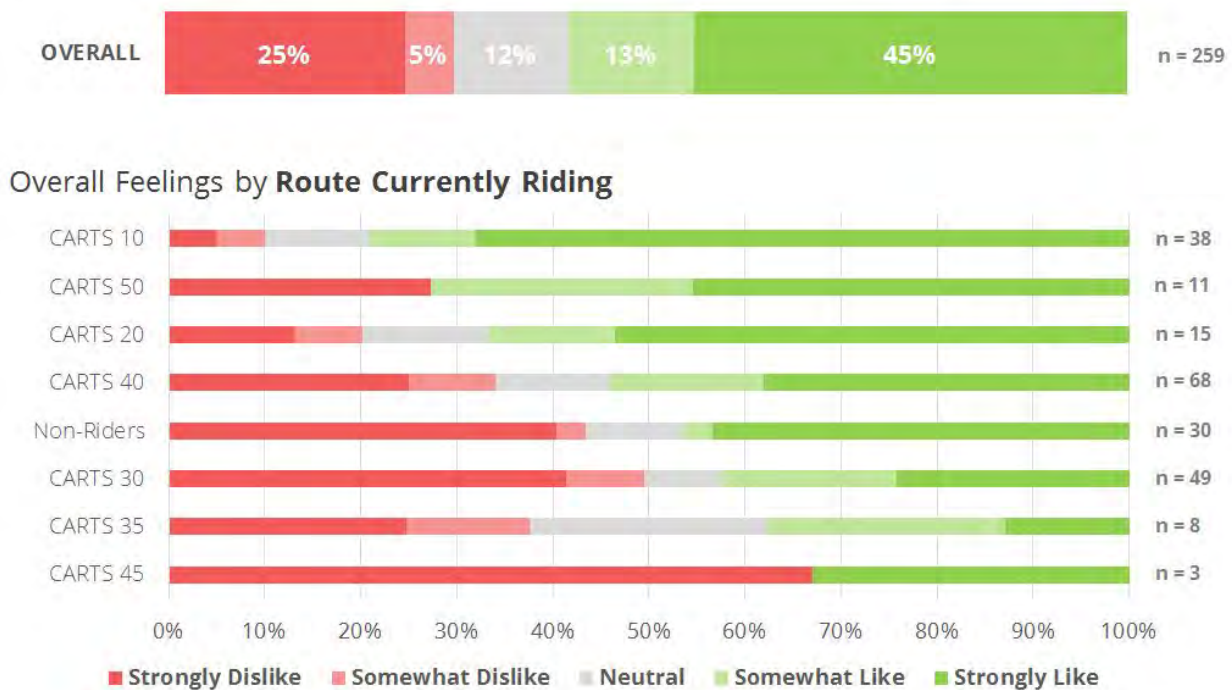
Public Comment and Survey Summary

Now that the outreach period has ended, planning staff has read and logged all of the comments and surveys received. Of the 344 items of written feedback received, some

were just email addresses collected without written comments about the proposed plan. A total of 285 written comments were received, but only 259 of those people chose to say what their overall opinion of the plan was. Figure 2 below shows the percent who strongly like, somewhat like, somewhat dislike, strongly dislike, or were neutral in their overall opinion of the redesign plan.

The graph below shows first the overall opinions, then is broken down by CARTS route.

FIGURE 2.
Overall Feelings About Proposed Changes



CARTS 25 not included because only one rider commented on the proposed changes

Overall, it can be said that over half of the survey respondents liked the changes, 12 percent were undecided (neutral), and about 30 percent did not like the changes in some way. This shows that in general, people liked the draft redesign plan, but there were also many concerns raised.

A comprehensive list of all comments and the changes made to address those comments will be included in the Board packet for the January 26, 2017 Board meeting. However, some major themes that are reportable are having an influence on the planning decisions about further changes for the final proposed network. Table 2 below lists the general themes taken from the survey comments, for the entire system (“all routes”) and by individual route.

Table 2: General Themes of Public Comments

Cherriots Regional Route	Comment
All Routes	<ul style="list-style-type: none"> • Add weekend service (at least Saturdays), at least one round trip
	<ul style="list-style-type: none"> • More trips per day and later evenings are needed for all areas
	<ul style="list-style-type: none"> • Needs to be more affordable
	<ul style="list-style-type: none"> • More people would ride if they knew about the service
	<ul style="list-style-type: none"> • Express bus service will mean that I have to walk further to get to the bus stop, but if it means the bus will be more reliable, then it's worth it
	<ul style="list-style-type: none"> • If schedules don't give an option for commuters, than I will stop riding
	<ul style="list-style-type: none"> • Have discounted passes for students
	<ul style="list-style-type: none"> • Include CARTS in the State employee bus pass program
	<ul style="list-style-type: none"> • Elimination of flag stops will be difficult for some, but most people can adjust and get to a designated stop; more parking around stops would be useful
	<ul style="list-style-type: none"> • Service to my town needs to be added (Albany, Jefferson, Corvallis, McMinnville, Falls City, Scio)
	<ul style="list-style-type: none"> • A majority (90 percent) of people are traveling to or from Salem-Keizer. This also gives us good feedback on where people want to go on CARTS. With about two-thirds of the riders wanting to go to Salem-Keizer, that shows that the system needs to be planned to provide for commuters, people going to school in Salem-Keizer, and for those coming for shorter-term trips such as shopping, medical, and recreational trips. The reverse commute direction should be secondary to the towards-Salem direction.
CARTS 10	<ul style="list-style-type: none"> • Service to Portland from Salem and Woodburn is needed
	<ul style="list-style-type: none"> • The increased number of trips will help students, seniors, and people who don't want to spend the whole day at their destination before returning home; also, the later evening trips will help get people who work later hours
CARTS 20	<ul style="list-style-type: none"> • The extension of regular scheduled service from Silverton to Woodburn with a stop in Mt. Angel will benefit many who do not understand how the Route 25 works today; this will allow people to go grocery shopping in Silverton from Mt. Angel, where today they have to spend the whole day in Silverton if they want to make that trip.
	<ul style="list-style-type: none"> • A mid-day trip will enable seniors and others to get into Salem for a two-hour errand or appointment rather than staying there for six hours like today.
CARTS 25	<ul style="list-style-type: none"> • The proposal to extend the CARTS 20 service to Woodburn makes great sense and will be very useful to many people.
CARTS 30	<ul style="list-style-type: none"> • Many seniors and poor people in the Canyon need service; don't remove service east of Stayton
	<ul style="list-style-type: none"> • Don't remove the stop at Safeway in Stayton
	<ul style="list-style-type: none"> • Retain service to the DMV/DHS office on Sublimity Road; many poor people rely on CARTS to get vital social services there.
	<ul style="list-style-type: none"> • Create a shuttle or have Uber provide rides east of Stayton

	<ul style="list-style-type: none"> • Keep the status quo • There was a perception that leaving the CARTS 30 route the same as it is today would be better than changing it to 2 round trips per day. The City of Aumsville made a statement that they would be willing to leave the service as-is even if it meant that was going to be worse for their residents. They were willing to make that sacrifice if it meant people in the upper canyon would still have service.
CARTS 35	<ul style="list-style-type: none"> • Elimination of service will hurt seniors and people with disabilities who do not have other options
CARTS 40	<ul style="list-style-type: none"> • Elimination of stops in Dallas is a good thing, but keep Safeway stop for shoppers and DHS clients • Service needs to be tailored to student schedules, getting people to WOU by 8:00 am • Having to wait over an hour for the bus would mean people would stop riding (CARTS 40), but this is not the case for CARTS 10, 20, or 30 riders, which have fewer trips per day to choose from.
CARTS 45	<ul style="list-style-type: none"> • The schedule proposed will not allow someone to transfer from CARTS 40 to get home in Independence, OR.
CARTS 50	<ul style="list-style-type: none"> • Stop removals in Dallas are a good thing. • Make the CARTS 40 and CARTS 50 routes leave at different times from Downtown Salem around 5:00 pm.

The most negative feedback was from those living in the upper canyon communities of Lyons, Mill City, and Gates. They would like to see the service stay the way it is today. It is true that three (3) round trips is better for the upper canyon, but by placing the revenue hours between Salem and Stayton, the District can potentially serve hundreds of more people rather than just a few. Staff is now proposing to serve Gates with two round trips per day. This is a short-term solution while other options are explored.

Revised Draft Proposal

Table 3 below displays a summary of proposed changes for the new revised system. Some changes apply to the entire system and are listed under “all routes” and others are specific to a given route. Full draft schedules are expected to be available by the first week of December. At that point, staff is intending to email the full proposal to Board members and the public to let them review the proposal before it goes to the Board for approval at the January 26, 2017 Board meeting.

Table 3: Description of Revised Draft Proposal for CARTS Routes to be Brought to the Board at the January 26, 2017 Board Meeting for Approval

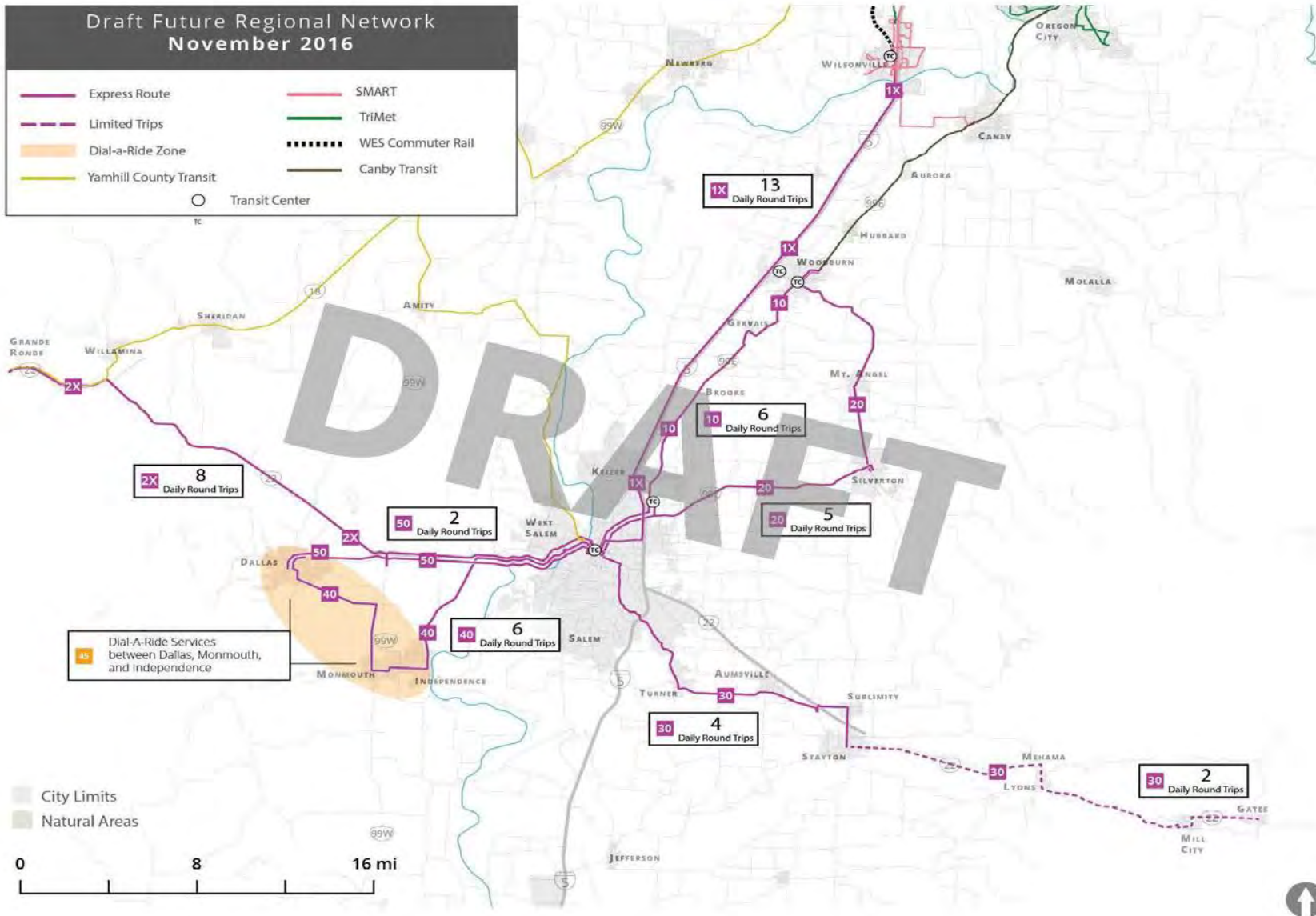
Route	Draft Proposed Route Descriptions
All Routes	<ul style="list-style-type: none"> ● Schedule buses so that as many timed connections can be made between other Cherriots and Cherriots Regional buses ● Will meet Cherriots pulse at Downtown Transit Center (DTC) ● Maintain at least one commute round trip option into Salem
CARTS 10 – Woodburn / Salem	<ul style="list-style-type: none"> ● Maintain 6 round trips/day (2 AM, 2 mid-day, 2 PM trips) ● Serves Salem, Brooks, Gervais, and Woodburn; in order to prioritize connections with the Cherriots pulse at the DTC and to allow the most flexibility in the schedule for when the service may be extended to Canby or Oregon City, the connection with CARTS 40 will no longer be guaranteed ● No timed connections with Canby Area Transit (CAT) in Woodburn will be offered at this time (CAT is undergoing a transit master plan exercise at this time and their schedule may change soon) ● Stops around the State Capitol which are now flag stops will become designated CARTS 10 stops
CARTS 20 – Woodburn / Silverton / Salem	<ul style="list-style-type: none"> ● Maintain 5 round trips/day (2 AM, 1 mid-day, 2 PM trips) ● Serves Salem, Silverton, Mt. Angel, and Woodburn ● No service to Woodburn Downtown Transit Center, only Bi-Mart (in order to maintain connections with the Cherriots pulse) ● No more guaranteed connection with CARTS 30 in downtown Salem since CARTS 30 is proposed to be revised to include two daily round trips to Gates and four to Stayton, which will not match CARTS 20 trips ● Will not be scheduled to meet CAT in Woodburn due to priority for meeting Cherriots pulse ● Stops around the State Capitol which are now flag stops will become designated CARTS 20 stops
CARTS 25 – North Marion Flex	<ul style="list-style-type: none"> ● Route eliminated; service replaced by CARTS 20
CARTS 30 – Stayton / Salem	<ul style="list-style-type: none"> ● Reduced to 4 round trips/day between Salem and Stayton (2 AM and 2 PM trips) due to addition of two round trips between Stayton and Gates ● Serves Salem, Turner, Aumsville, Sublimity, and Stayton ● No guaranteed connection with other Cherriots Regional routes since two round trips from Stayton to Gates were added, which doesn't match CARTS 20 trips any longer ● Stops at the State Capitol which are now flag stops will be designated CARTS 30 stops
CARTS 30 – Gates / Stayton	<ul style="list-style-type: none"> ● Due to public concern of proposed cut in service east of Stayton, 2 round trips/day will be added ● The first trip of the day will run from Gates to Stayton in the early morning with a one-seat connection to Salem ● The return trip runs from Stayton after 6:00 pm to return to Gates after

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Agenda Item WS.2.a

	<p>7:00 pm with a one-seat connection from Salem</p> <ul style="list-style-type: none"> ● The second complete round trip will depart Stayton in the late morning and return in the early afternoon ● Serves Stayton, Mehama, Lyons, Mill City, and Gates ● Trips will run as an extension of planned trips between Salem and Stayton
CARTS 35 – Canyon Flex	<ul style="list-style-type: none"> ● Route eliminated; service replaced by CARTS 30
CARTS 40 – Dallas / Salem	<ul style="list-style-type: none"> ● Maintain 6 round trips/day (2 AM, 2 mid-day, 2 PM trips) ● Serves Dallas, Monmouth, Independence, and Salem ● The connection with CARTS 10 will no longer be guaranteed due to the need to keep CARTS 10 separate for possible future extension of that route to the north ● Comments received will be used to explore schedule and routing in Dallas ● Early morning trip revised to get WOU students to class by 8:00am
CARTS 45 – Polk Flex	<ul style="list-style-type: none"> ● Retain existing flexible transit service, which operates within the cities of Dallas, Monmouth, and Independence ● Productivity is higher than the West Salem Connector; no changes will be made ● Operates two vehicles during peak periods ● Hours of service are 7:00 am to 5:15 pm
CARTS 50 – Dallas / Salem Express	<ul style="list-style-type: none"> ● Maintain 2 round trips per day (one AM / one PM) in the commute periods to connect with the Cherriots pulse at the DTC ● Routing in Dallas changed to reflect comments from the City of Dallas pertaining to potential for riders to get confused if CARTS 40 and 50 travel opposite directions in downtown Dallas going towards Salem ● Staff will work with the city to determine final routing

A map of the staff proposal outlined above is provided in Figure 3 below.

Figure 3. Revised Draft Proposed Regional Network



At this time, complete schedules have not been finished, but staff has confidence that the plan presented in Attachment A can be funded under the existing contract.

Next Steps for Revisions and Implementation

The project schedule is in Table 4 below. After revising the proposed changes, taking public and stakeholder comments into account, staff will seek Board approval at the January 26, 2017 Board meeting. Staff will then take the completed plan back to the public in February to let everyone know what to expect in the spring, 2017.

Table 4: Regional Rethink Project Schedule

<u>Task</u>	<u>Dates</u>
<ul style="list-style-type: none"> • Staff presents draft revised plan to Board for preliminary comments 	November 14, 2016 Board work session
<ul style="list-style-type: none"> • Staff sends out revised plan (including revised draft schedules) to members of the public who commented on September draft to identify any red flags 	December, 2016
<ul style="list-style-type: none"> • Board approval of final service plan 	January 26, 2017 Board meeting
<ul style="list-style-type: none"> • Approved plan is advertised to the public via the website, email, social media, and phone numbers collected from surveys 	February, 2017
<ul style="list-style-type: none"> • Staff develops new schedules, maps, bus stop signs, etc. for new service 	February – April, 2017
<ul style="list-style-type: none"> • Launch of new service 	Spring 2017

CARTS

Redesign Draft Plan



Cherriots
SALEM-KEIZER TRANSIT

September 2016

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ABOUT THE PROJECT

Project Overview

Cherriots is evaluating how CARTS regional routes can be improved. Cherriots is seeking input from the communities served by CARTS to make sure this redesign best meets the needs of both current riders and people who would like to ride CARTS. Community feedback will directly influence the bus system redesign.

The proposed CARTS redesign was developed using ridership patterns, regional demographics and input from community leaders and elected officials in the region.

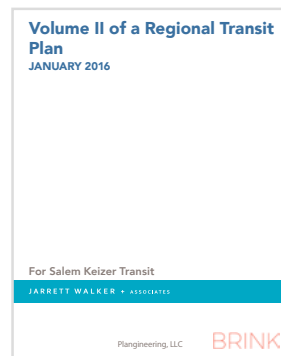
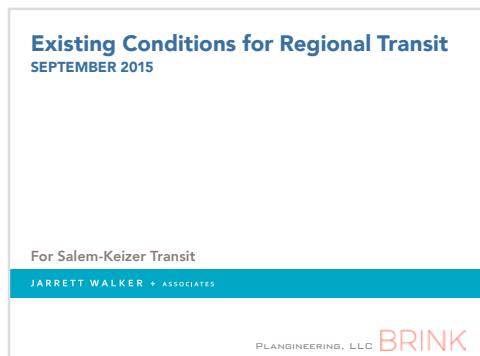
Throughout September and October 2016, Cherriots staff will be conducting public outreach in order to receive input from CARTS riders and residents in communities served by CARTS. Cherriots staff will develop a final plan and present it to the Cherriots Board of Directors in early 2017. If approved, new service will likely start in spring 2017.

Project Timeline

Sept-Oct 14, 2016	Public outreach events and comment period to receive feedback
Nov 2016-Jan 2017	Plan modified to incorporate public input
Jan 26, 2017	Modified CARTS plan presented to Cherriots Board of Directors for approval
Feb 2017	Plan presented to the public to prepare them for upcoming changes
Spring 2017	New service launched

Project Background

For more background information, read Volumes I and II of the Regional Transit Plan by Jarrett Walker & Associates, prepared in September 2015 and January 2016. Find copies at Cherriots.org/regional.



Outreach Events

<i>Event</i>	<i>Location</i>	<i>Date and Time</i>
<i>Aumsville Saturday Market</i>	595 Main St., Aumsville	Saturday, Sept. 10 8:30 a.m. – 3 p.m.
<i>Health Fair Fiesta</i>	Salud Medical Center 1175 Mt. Hood Ave. Woodburn	Saturday, Sept. 10 9 a.m. – 1 p.m.
<i>Polk County Bounty Market</i>	Academy Grounds Main & Academy Sts., Dallas	Thursday, Sept. 15 10 a.m. – 3 p.m.
<i>Presentation to Elected Officials and Invited Stakeholders</i>	Stayton Library 515 N. First Ave., Stayton	Tuesday, Sept. 20 5:30 – 6:30 p.m.
<i>Open House for Public</i>	Stayton Library 515 N. First Ave., Stayton	Tuesday, Sept. 20 7 – 8 p.m.
<i>Silverton Area Community Aid Resource Day</i>	421 Water St. Silverton	Saturday, Sept. 24 11 a.m. – 2 p.m.
<i>Chemeketa Community College Free Speech Table</i>	Building 2, Salem	Monday, Sept. 26 9 a.m. – 3 p.m.
<i>Information Table</i>	Bi-Mart store front 1600 Mt. Hood Ave., Woodburn	Tuesday, Sept. 27 10 a.m. – 3 p.m.
<i>Information Table</i>	CARTS Bays Downtown Transit Center, Salem	Thursday, Sept. 29 7 – 9:30 a.m., 12 – 1:30 p.m., 4 – 6 p.m.
<i>Independence Riverview Market</i>	Riverview Park, Independence	Saturday, Oct. 1 9 a.m. – 2 p.m.

Staff will also be riding the routes throughout September and October to speak directly with riders.

To leave your thoughts and comments online, go to

Cherriots.org/regional

ABOUT THE PROPOSAL

Overview



More direct, reliable service

Trip requests that make the bus leave its route will no longer be allowed. Also, riders will no longer be able to flag down the bus. Service will be offered from designated stops only. There will be a limited number of stops per town. These changes will result in faster, safer, more reliable service with less stopping.



Increased number of trips per day

By reducing the amount of dial-a-ride service we provide and by not serving towns east of Stayton, Cherriots will be able to increase the number of trips on most routes. This means more options for riders during commuting times and in the midday.



Better integration with Cherriots

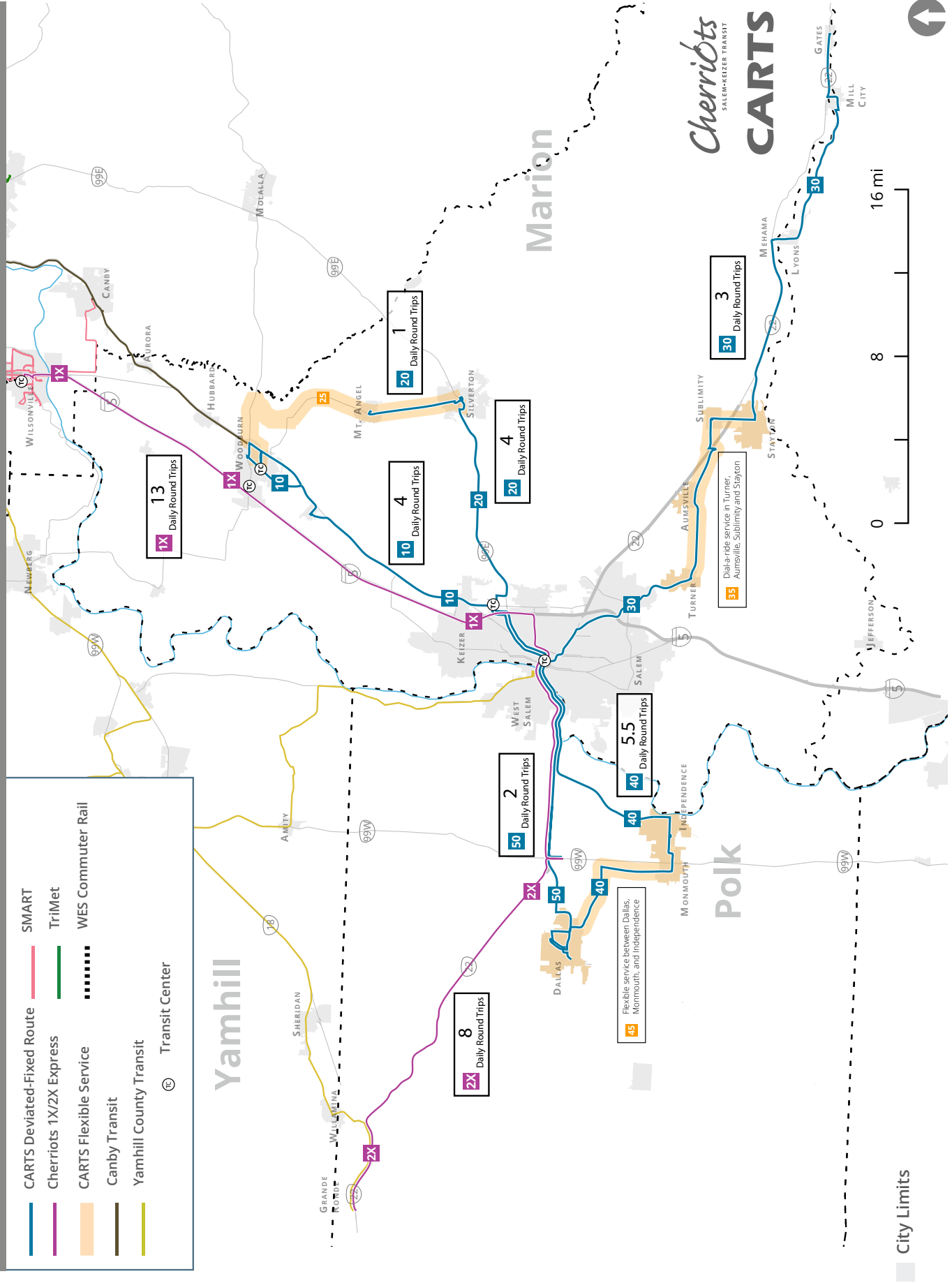
The new bus schedules are designed to make it easier for riders to transfer between CARTS and Cherriots buses without a lengthy wait in downtown Salem. Additionally, staff is exploring the possibility of making it more affordable for CARTS riders to transfer to Cherriots buses.

Note: No changes are planned for CARTS 45. It will continue to provide service between Dallas, Monmouth and Independence. Riders will still get picked up at or near their homes on request.

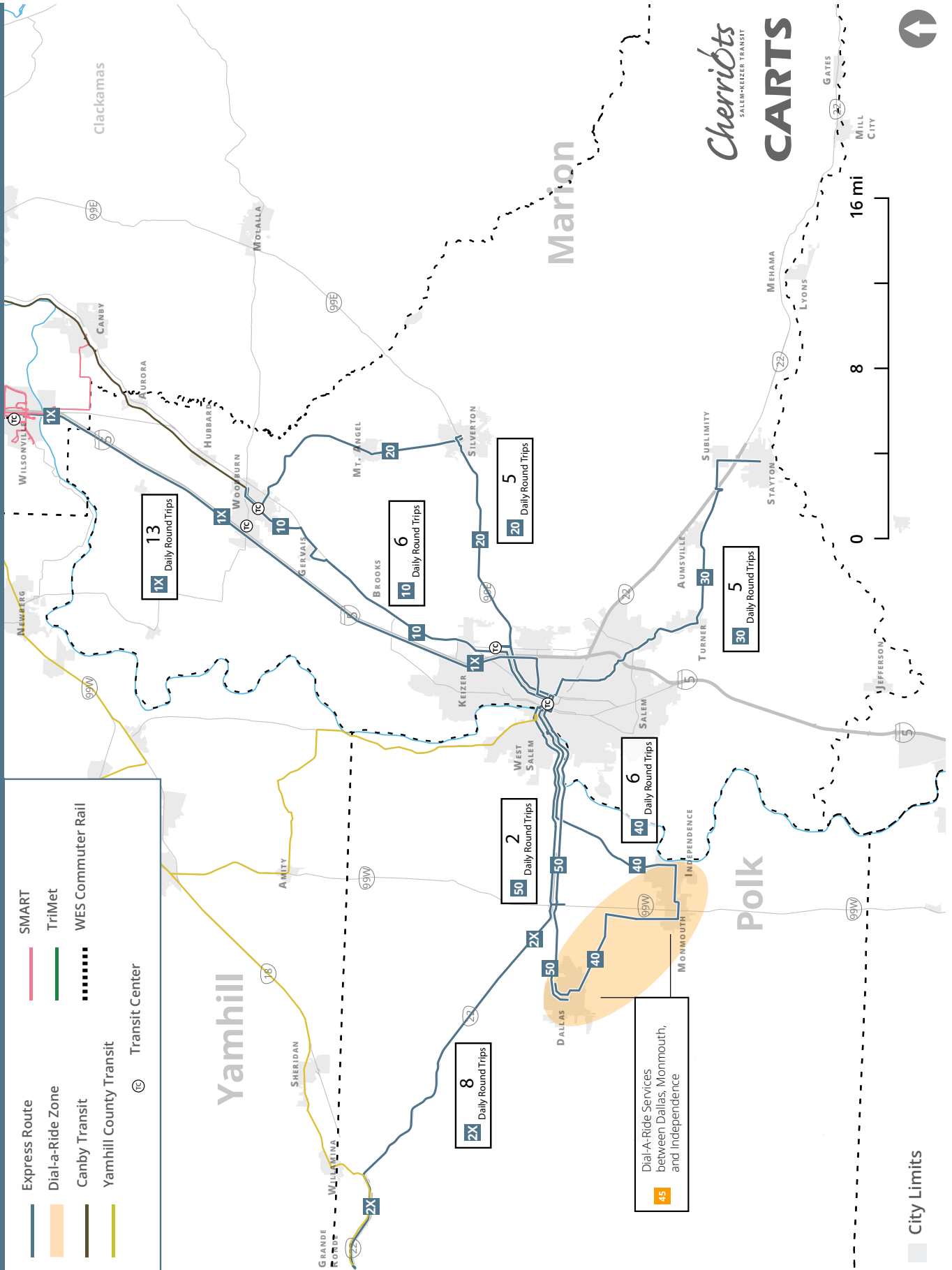
Route-by-Route Changes

<i>Route</i>	<i>Description</i>
CARTS 10: Woodburn/Salem	<ul style="list-style-type: none"> • Currently there are four round trips per day. The new schedule will provide six round trips per day: two morning trips, two mid-day trips, two evening trips • Scheduled connection with CARTS 40 and Cherriots routes in downtown Salem • Scheduled connection with Canby Area Transit three times in Woodburn
CARTS 20: Woodburn/Silverton/Salem	<ul style="list-style-type: none"> • Currently there are four round trips per day. The new schedule will provide five round trips per day: two morning trips, one mid-day trip, two evening trips • Similar path to today's route, except all trips go to Mt. Angel and Woodburn. • Scheduled connection with CARTS 30 and Cherriots routes in downtown Salem
CARTS 25: North Marion Flex	Route eliminated: service replaced by CARTS 20
CARTS 30: Stayton/Salem	<ul style="list-style-type: none"> • Currently there are three round trips per day. The new schedule will provide five round trips per day between Salem and Stayton: two morning trips, one mid-day trip, two evening trips • Serves Turner, Aumsville, Sublimity and Stayton • This route will no longer serve Mehama, Lyons, Mill City or Gates
CARTS 35: Canyon Flex	Route eliminated: service replaced by CARTS 30
CARTS 40: Polk County/Salem	<ul style="list-style-type: none"> • Provide six round trips per day: two morning trips, two mid-day trips, two evening trips • Scheduled connection with CARTS 10 and Cherriots routes in downtown Salem
CARTS 45: Polk Flex	<ul style="list-style-type: none"> • Retain existing flexible transit service, which operates within Dallas, Monmouth and Independence • Operates from 7 a.m. to 5:15 p.m.
CARTS 50: Dallas/Salem Express	<ul style="list-style-type: none"> • Two round trips per day: one morning trip and one evening trip to connect commuters to downtown Salem • There will be no mid-day trip on CARTS 50 because riders can take CARTS 40 to Dallas • Schedule makes it easier for commuters to transfer to Cherriots routes

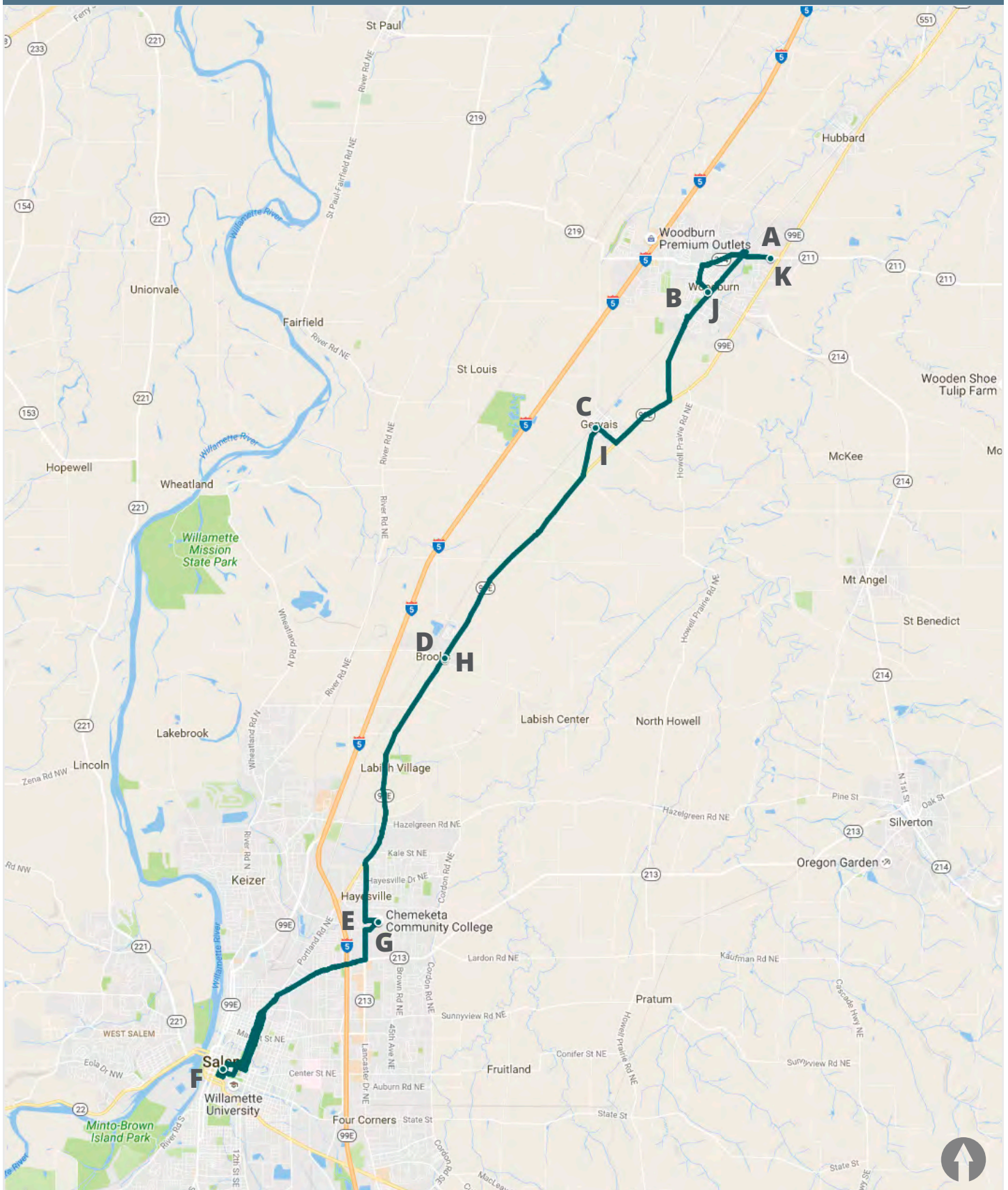
Current Route Paths and Daily Round Trips



Proposed Route Paths and Daily Round Trips



CARTS 10 Woodburn / Gervais / Brooks / Salem



CARTS 10 Woodburn / Gervais / Brooks / Salem

To Salem

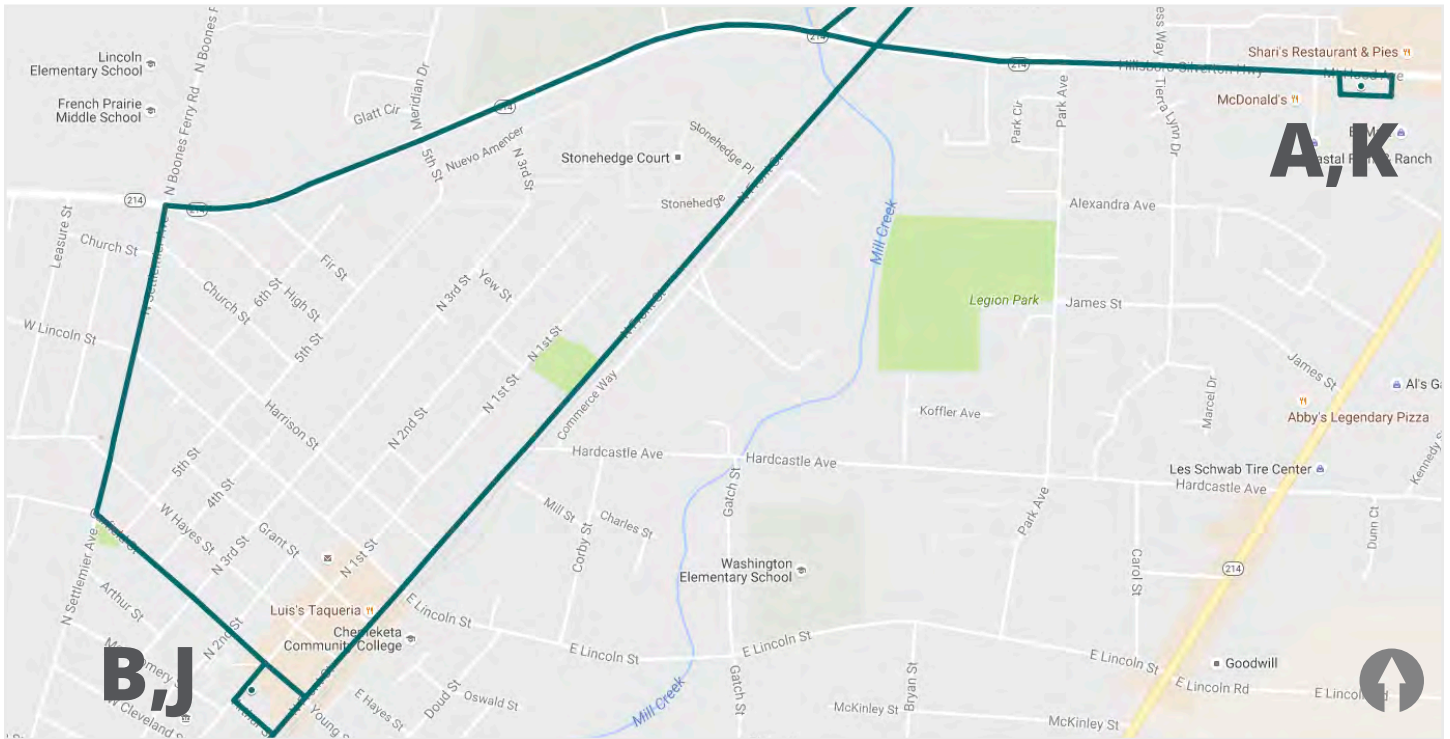
A	B	C	D	E	F
Mt Hood Ave @ 99-E (Woodburn Bi-Mart)	1st @ Arthur (Woodburn Transit Center)	4th @ Douglas (Gervais Post Office)	Portland Rd @ Riverton (Brooks)	Chemeketa Community College - Bldg 2 (Salem)	Downtown Transit Center (Salem)
6:29a	6:37a	6:46a	6:54a	7:05a	7:19a
9:02a	9:10a	9:19a	9:27a	9:38a	9:52a
11:30a	11:38a	11:47a	11:55a	12:06p	12:20p
2:02p	2:10p	2:19p	2:27p	2:38p	2:52p
3:59p	4:07p	4:16p	4:24p	4:35p	4:49p
6:29p	6:37p	6:46p	6:54p	7:05p	7:22p

To Woodburn

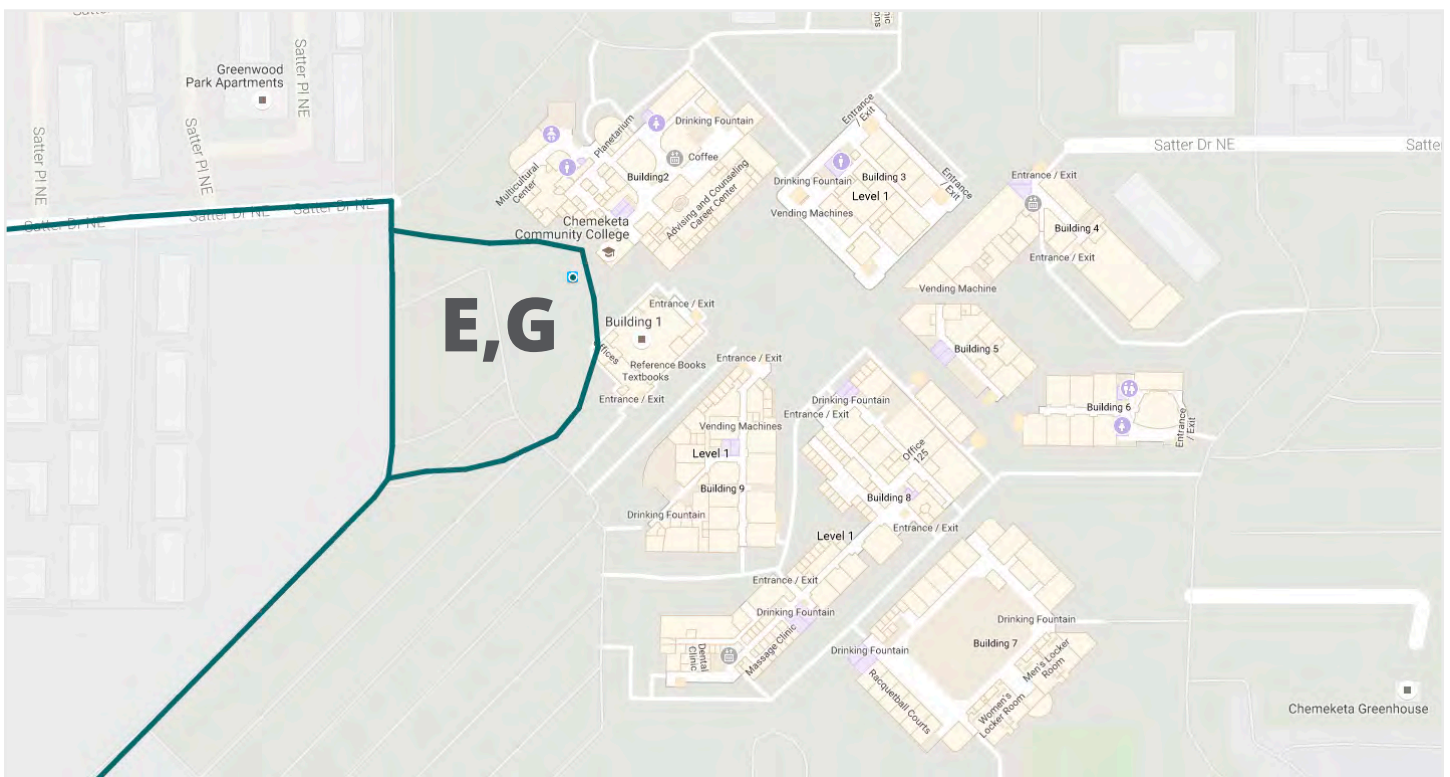
F	G	H	I	J	K
Downtown Transit Center (Salem)	Chemeketa Community College - Bldg 2 (Salem)	Portland Rd @ Riverton (Brooks)	4th @ Douglas (Gervais Post Office)	1st @ Arthur (Woodburn Transit Center)	Mt Hood Ave @ 99-E (Woodburn Bi-Mart)
8:00a	8:17a	8:27a	8:36a	8:45a	8:51a
10:00a	10:15a	10:25a	10:34a	10:43a	10:49a
1:00p	1:15p	1:25p	1:34p	1:43p	1:49p
3:00p	3:15p	3:25p	3:34p	3:43p	3:49p
5:30p	5:47p	5:57p	6:06p	6:15p	6:21p
7:30p	7:45p	7:55p	8:04p	8:13p	8:19p

CARTS 10 Woodburn / Gervais / Brooks / Salem

Woodburn

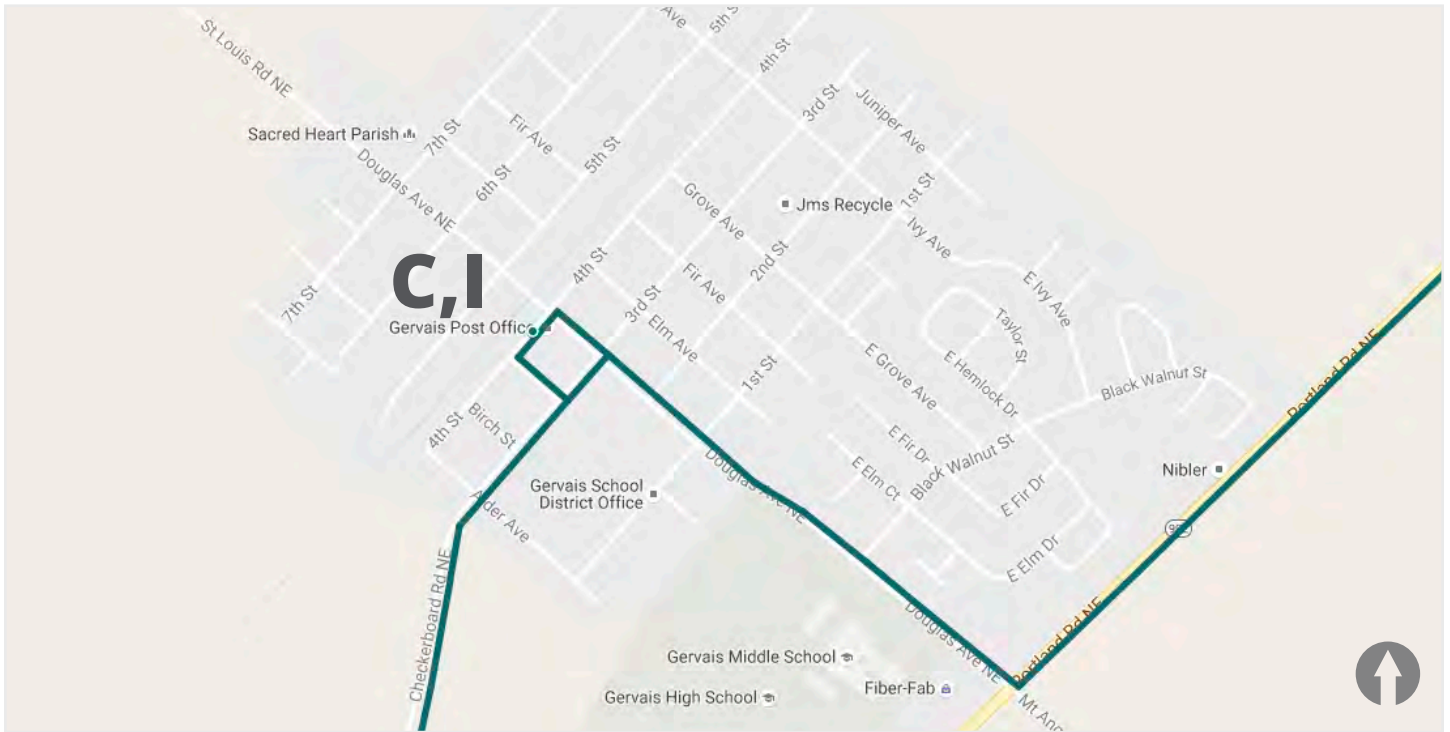


Salem - Chemeketa Community College

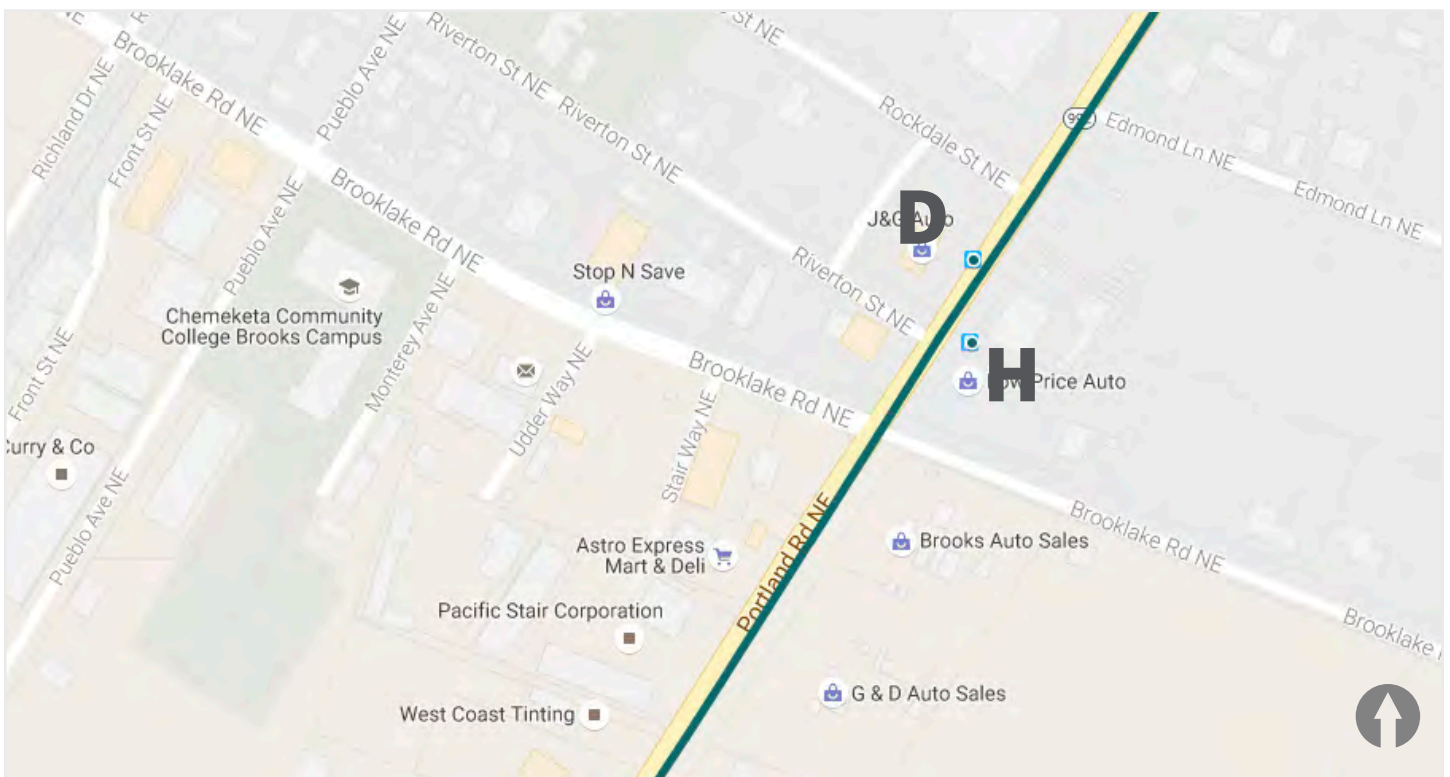


CARTS 10 Woodburn / Gervais / Brooks / Salem

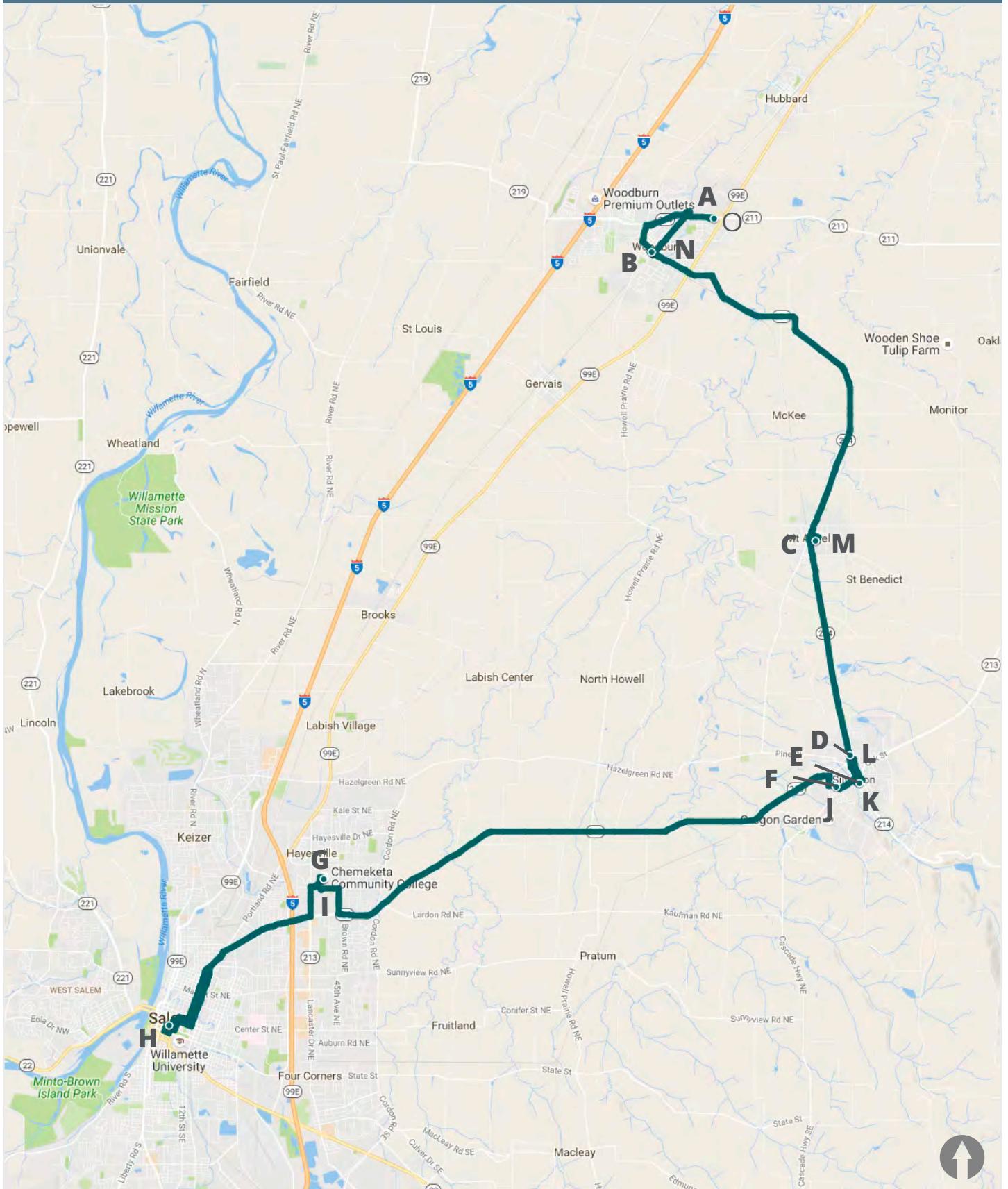
Gervais



Brooks



CARTS 20 Woodburn / Mt. Angel / Silverton / Salem



CARTS 20 Woodburn / Mt. Angel / Silverton / Salem

To Salem

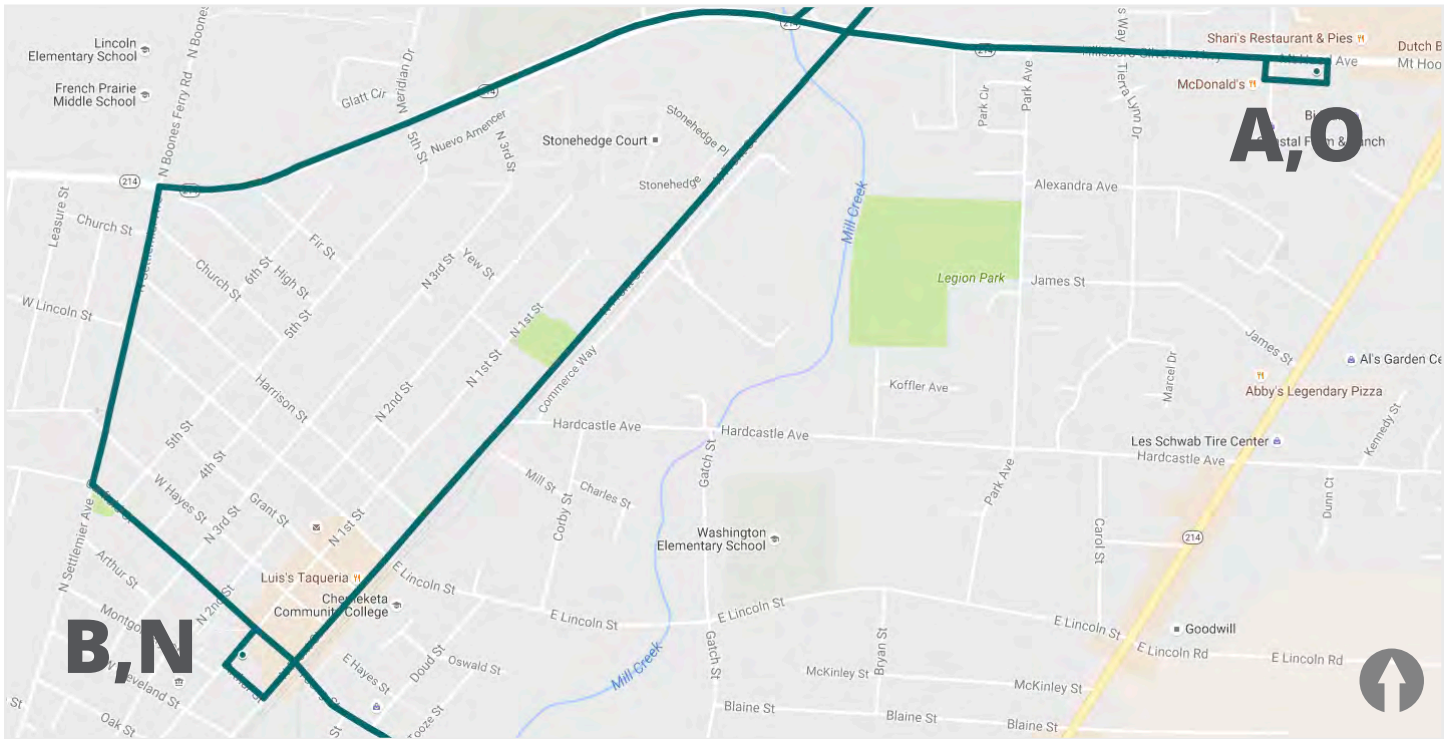
A	B	C	D	E	F	G	H
Mt Hood Ave @ 99-E (Woodburn Bi-Mart)	1st @ Arthur (Woodburn Transit Center)	Cleveland @ Church (Mt. Angel City Hall)	1st @ Bowtie (Silverton Roth's)	Jersey @ Water (Silverton City Hall)	Center @ Fairview (Silverton Hospital)	Chemeketa Community College - Bldg 2 (Salem)	Downtown Transit Center (Salem)
6:13a	6:19a	6:33a	6:41a	6:45a	6:48a	7:05a	7:20a
8:47a	8:53a	9:07a	9:15a	9:19a	9:22a	9:39a	9:54a
1:13p	1:19p	1:33p	1:41p	1:45p	1:48p	2:05p	2:20p
4:14p	4:20p	4:34p	4:42p	4:46p	4:49p	5:06p	5:23p
6:49p	6:55p	7:09p	7:17p	7:21p	7:24p	7:41p	7:56p

To Woodburn

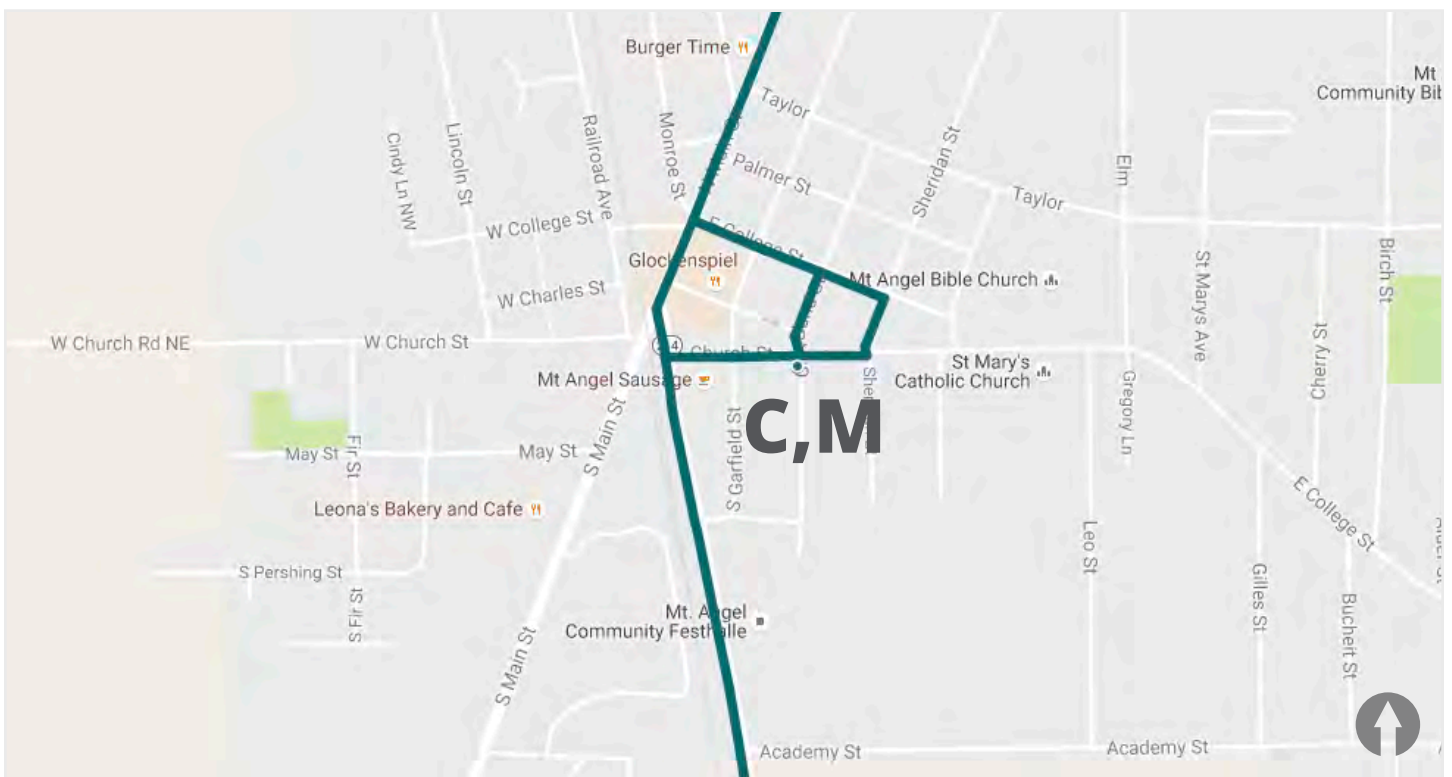
H	I	J	K	L	M	N	O
Downtown Transit Center (Salem)	Chemeketa Community College - Bldg 2 (Salem)	Center @ Fairview (Silverton Hospital)	Jersey @ Water (Silverton City Hall)	1st @ Bowtie (Silverton Roth's)	Cleveland @ Church (Mt. Angel City Hall)	1st @ Arthur (Woodburn Transit Center)	Mt Hood Ave @ 99-E (Woodburn Bi-Mart)
7:30a	7:45a	8:02a	8:05a	8:09a	8:17a	8:31a	8:37a
9:30a	9:45a	10:02a	10:05a	10:09a	10:17a	10:31a	10:37a
12:00p	12:15p	12:32p	12:35p	12:39p	12:47p	1:01p	1:07p
2:30p	2:47p	3:04p	3:07p	3:11p	3:19p	3:33p	3:39p
5:30p	5:47p	6:04p	6:07p	6:11p	6:19p	6:33p	6:39p

CARTS 20 Woodburn / Mt. Angel / Silverton / Salem

Woodburn

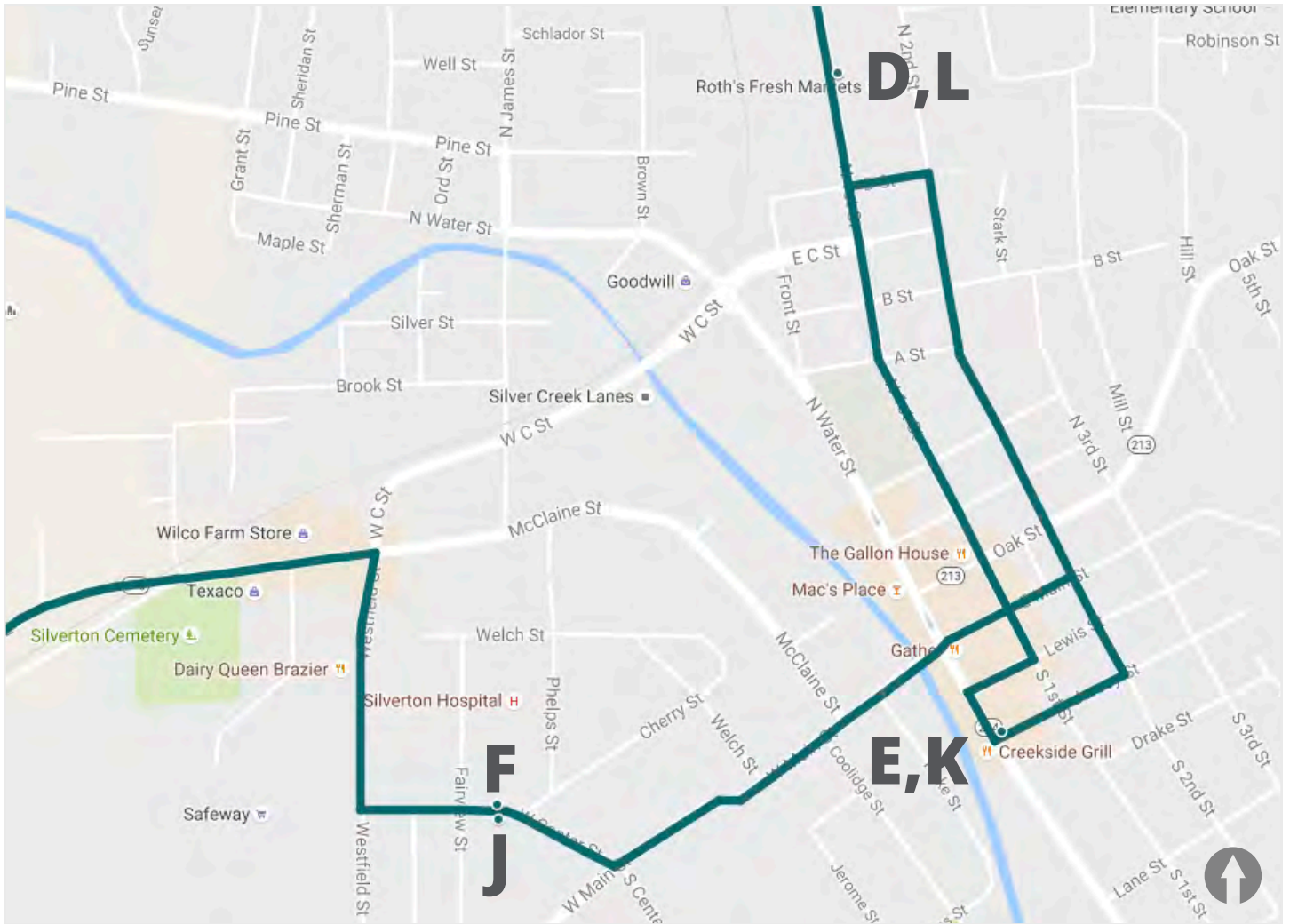


Mt. Angel



CARTS 20 Woodburn / Mt. Angel / Silverton / Salem

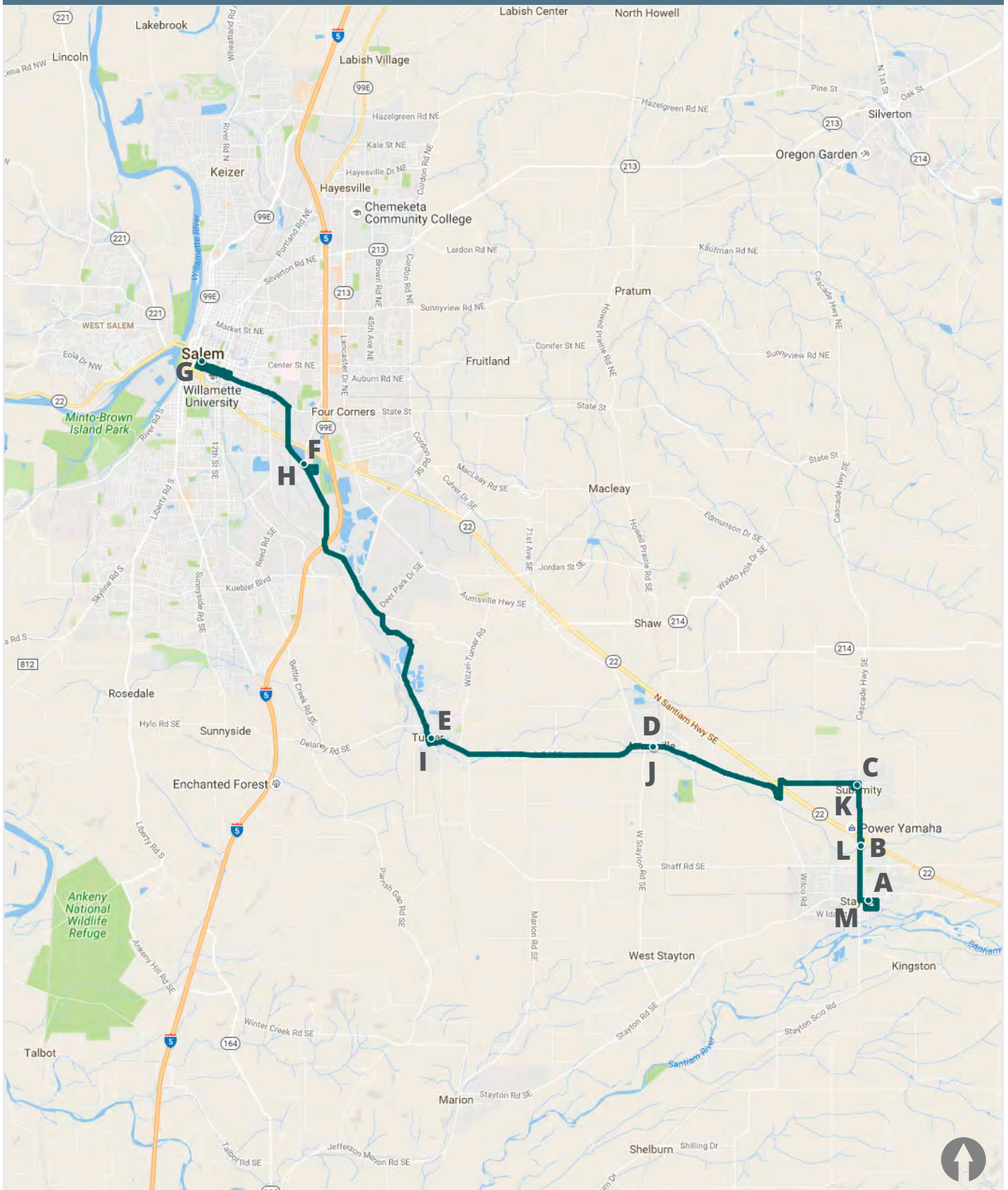
Silverton



Salem - Chemeketa Community College



CARTS 30 Stayton / Sublimity / Aumsville / Turner / Salem



CARTS 30 Stayton / Sublimity / Aumsville / Turner / Salem

To Salem

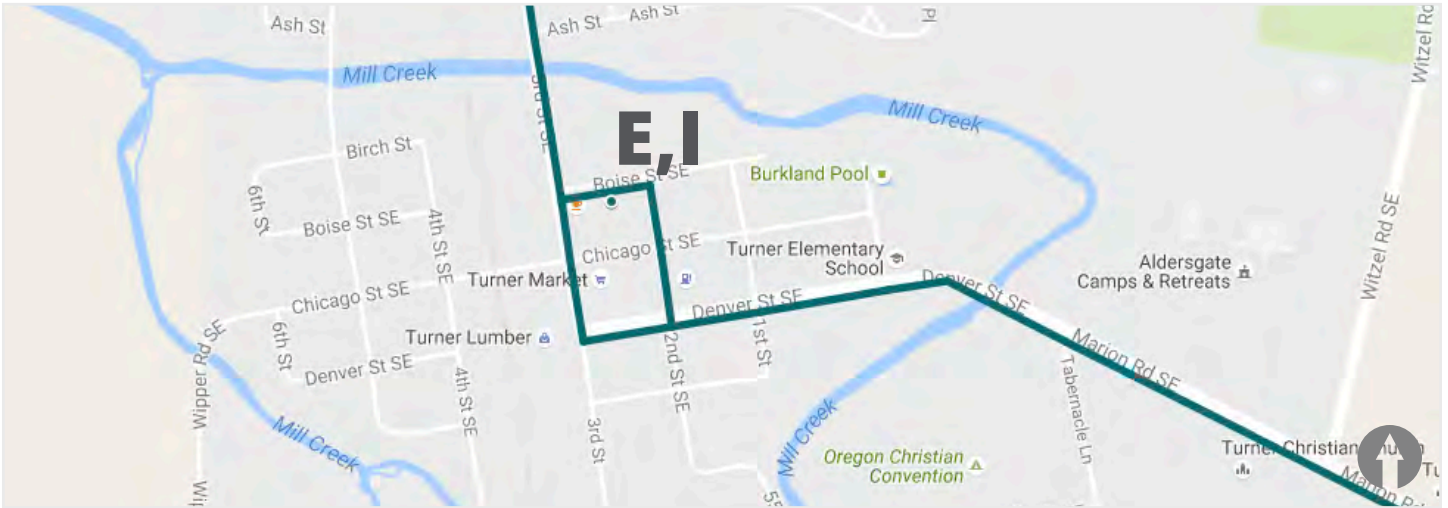
A	B	C	D	E	F	G
Washington @ 4th (Stayton)	Cascade @ Golf (Stayton Park & Ride)	Johnson @ Starr (Sublimity Park)	Main @ 5th (Aumsville Community Center)	Boise @ 2nd (Turner Burkland Park)	Turner Rd @ Walmart Parking Lot (Salem)	Downtown Transit Center (Salem)
6:29a	6:34a	6:39a	6:52a	7:00a	7:10a	7:20a
8:29a	8:34a	8:39a	8:52a	9:00a	9:10a	9:20a
1:30p	1:35p	1:40p	1:53p	2:01p	2:11p	2:21p
4:22p	4:27p	4:32p	4:47p	4:55p	5:06p	5:20p
6:40p	6:45p	6:50p	7:03p	7:11p	7:21p	7:31p

To Stayton

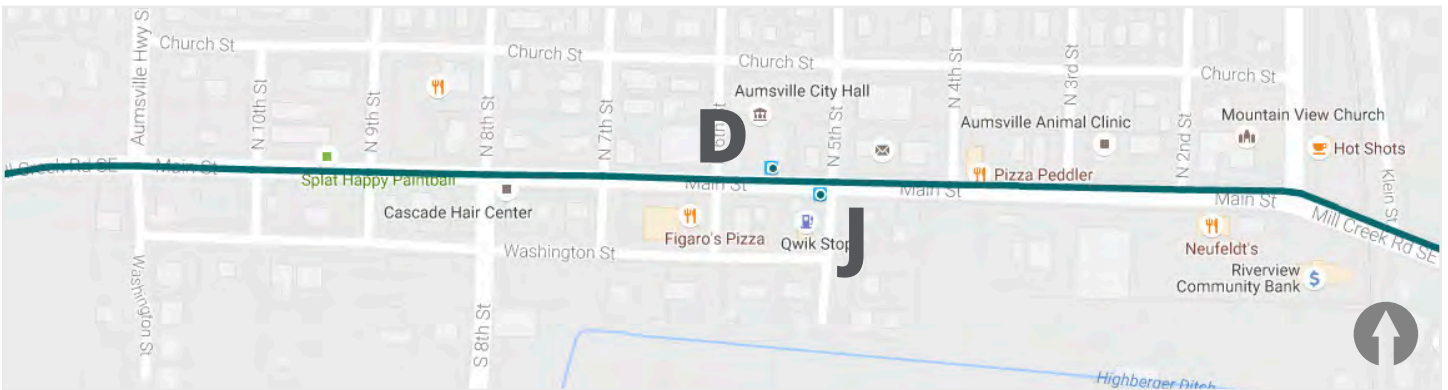
G	H	I	J	K	L	M
Downtown Transit Center (Salem)	Turner Rd @ Walmart Parking Lot (Salem)	Boise @ 2nd (Turner Burkland Park)	Main @ 5th (Aumsville Community Center)	Johnson @ Starr (Sublimity Park)	Cascade @ Golf (Stayton Park & Ride)	Washington @ 4th (Stayton)
7:30a	7:40a	7:50a	7:58a	8:11a	8:16a	8:21a
10:00a	10:10a	10:20a	10:28a	10:41a	10:46a	10:51a
12:00p	12:10p	12:20p	12:28p	12:41p	12:46p	12:51p
2:30p	2:44p	2:55p	3:03p	3:18p	3:25p	3:30p
5:30p	5:44p	5:55p	6:03p	6:18p	6:25p	6:30p

CARTS 30 Stayton / Sublimity / Aumsville / Turner / Salem

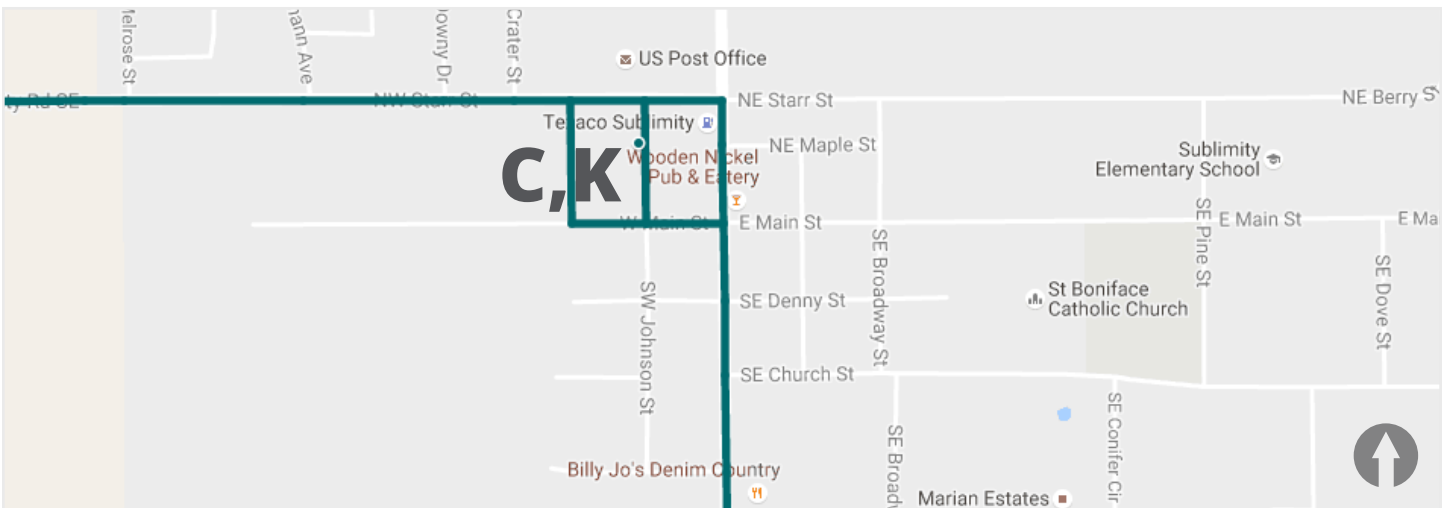
Turner



Aumsville



Sublimity

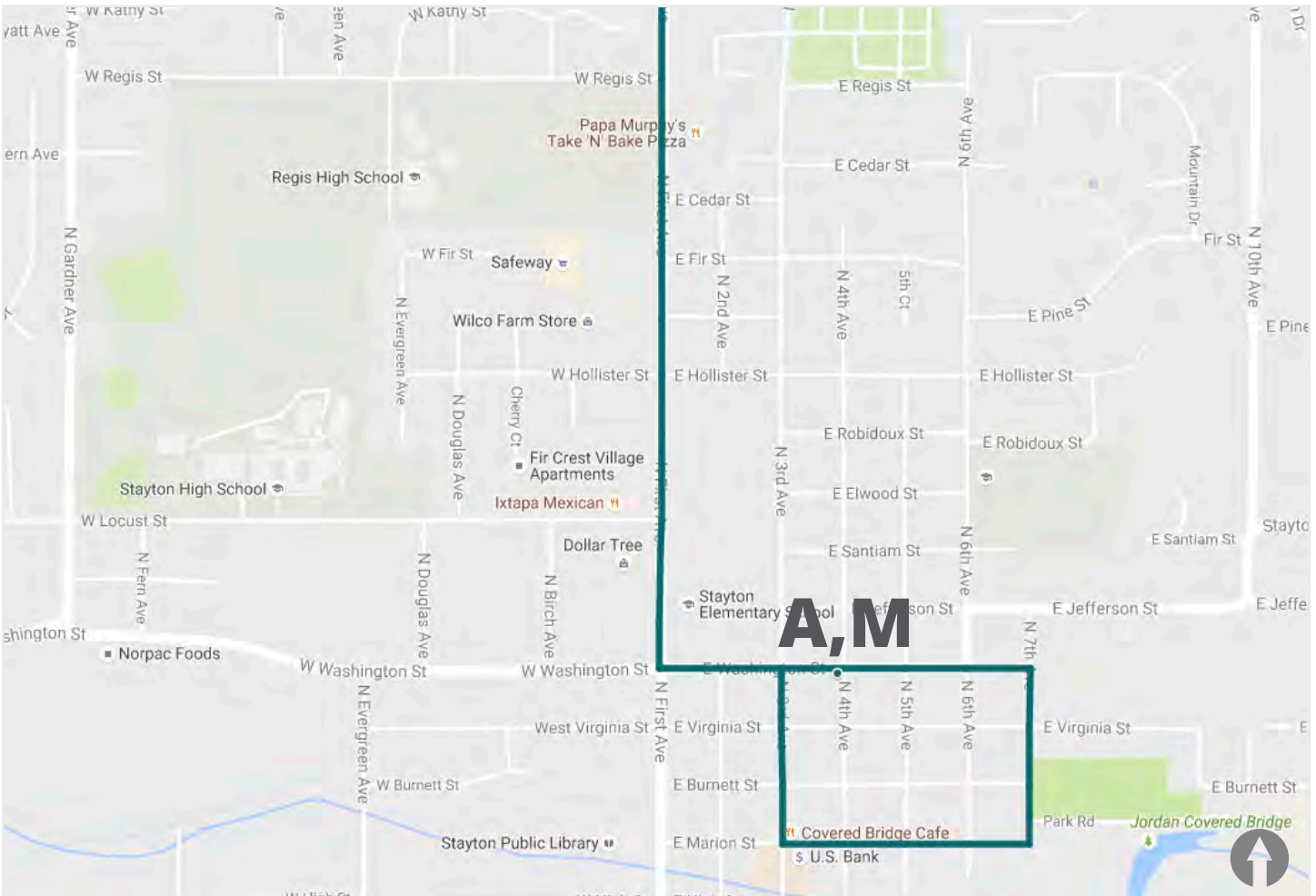


CARTS 30 Stayton / Sublimity / Aumsville / Turner / Salem

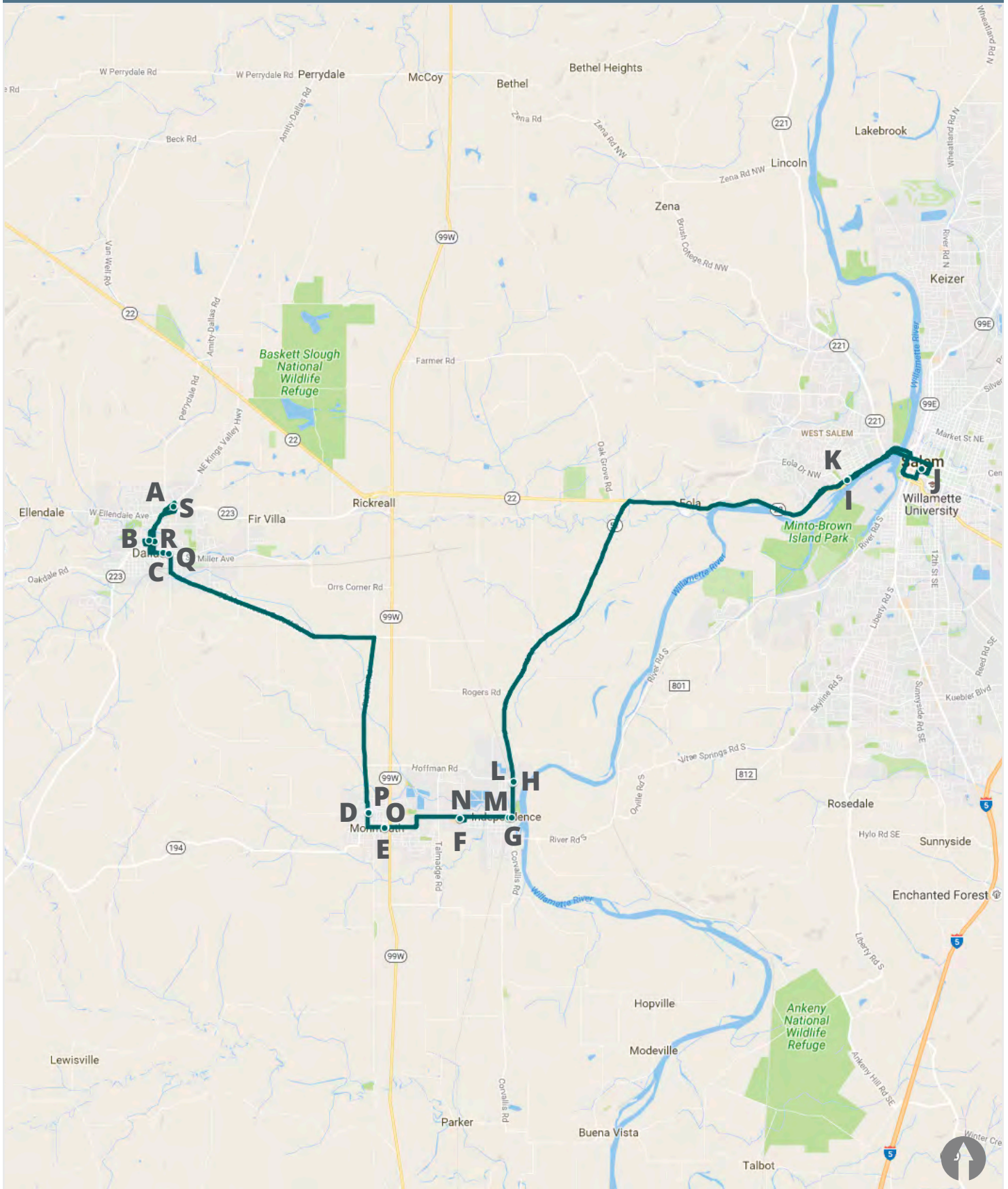
Stayton Park & Ride



Stayton



CARTS 40 Dallas / Monmouth / Independence / Salem



CARTS 40 Dallas / Monmouth / Independence / Salem

To Salem

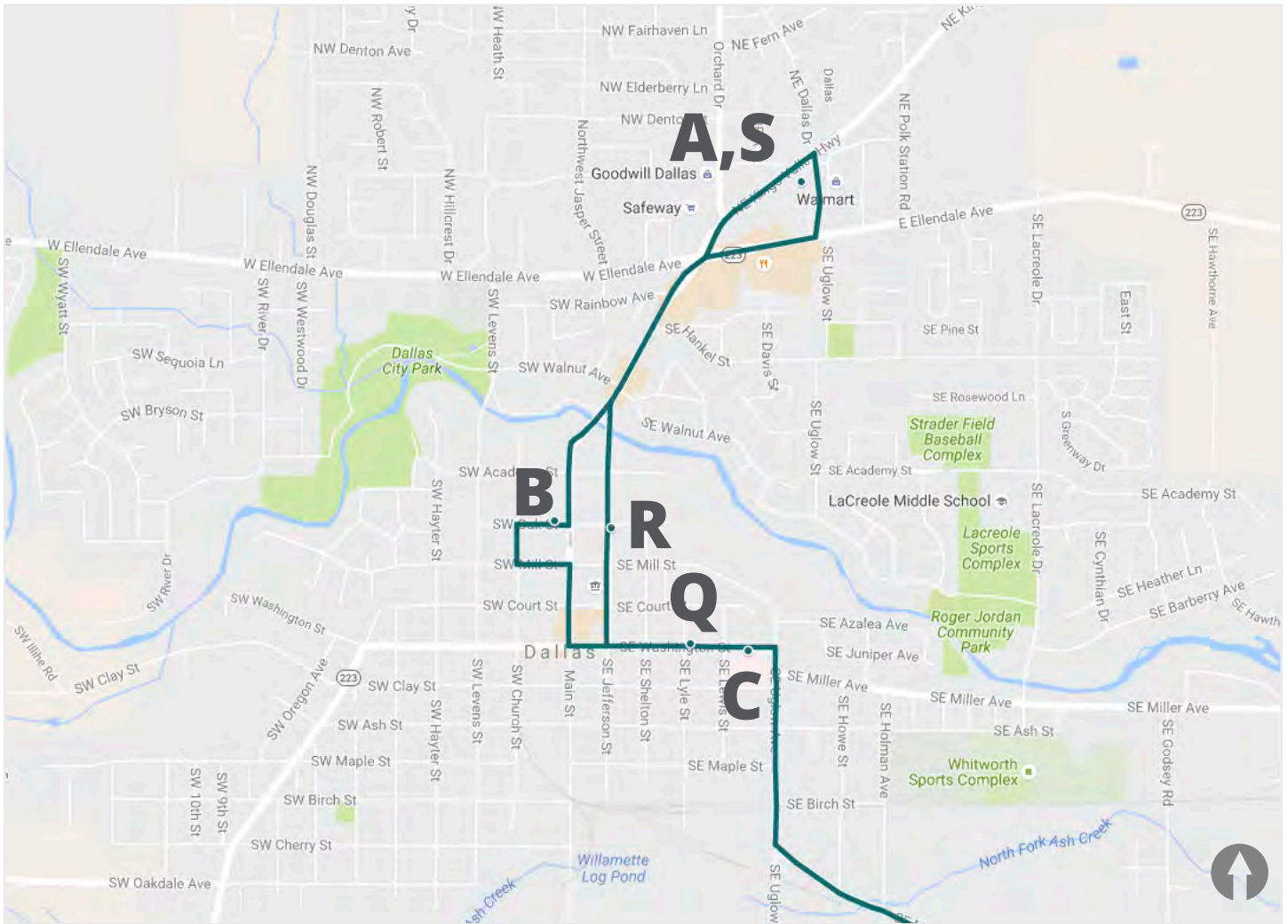
A	B	C	D	E	F	G	H	I	J
Kings Valley @ Dallas Dr (Dallas Walmart Parking Lot)	Oak @ Main (Dallas)	Washington @ Lewis (Dallas West Valley Hospital)	Monmouth Ave @ Church (WOU Werner Center)	Main @ Ecals (Monmouth Public Library)	13th @ Monmouth St (Independence Roth's)	Monmouth St @ 2nd (Independence Library)	Main @ Polk (Independence)	Edgewater @ Rosemont (Salem)	Downtown Transit Center (Salem)
6:45a	6:52a	6:54a	7:07a	7:11a	7:19a	7:21a	7:23a	7:38a	7:47a
8:49a	8:56a	8:58a	9:11a	9:15a	9:23a	9:25a	9:27a	9:42a	9:49a
11:49a	11:56a	11:58a	12:11p	12:15p	12:23p	12:25p	12:27p	12:42p	12:49p
1:49p	1:56p	1:58p	2:11p	2:15p	2:23p	2:25p	2:27p	2:42p	2:49p
4:18p	4:25p	4:27p	4:40p	4:44p	4:52p	4:54p	4:56p	5:11p	5:20p
6:19p	6:26p	6:28p	6:41p	6:45p	6:53p	6:55p	6:57p	7:12p	7:19p

To Dallas

J	K	L	M	N	O	P	Q	R	S
Downtown Transit Center (Salem)	Edgewater @ Rosemont (Salem Safeway)	Main @ Polk (Independence)	Monmouth St @ 2nd (Independence Library)	13th @ Monmouth St (Independence Roth's)	Main @ Catron (Monmouth Public Library)	Monmouth Ave @ Church (WOU Library)	Washington @ Lyle (West Valley Hospital)	Jefferson @ Oak (Dallas)	Kings Valley @ Dallas Dr (Dallas Walmart Parking Lot)
7:30a	7:37a	7:52a	7:54a	7:58a	8:06a	8:10a	8:23a	8:25a	8:32a
10:00a	10:07a	10:22a	10:24a	10:28a	10:36a	10:40a	10:53a	10:55a	11:02a
12:30p	12:37p	12:52p	12:54p	12:58p	1:06p	1:10p	1:23p	1:25p	1:32p
3:00p	3:07p	3:22p	3:24p	3:28p	3:36p	3:40p	3:53p	3:55p	4:02p
5:00p	5:07p	5:22p	5:24p	5:28p	5:36p	5:40p	5:53p	5:55p	6:02p
7:30p	7:39p	7:54p	7:56p	8:00p	8:08p	8:12p	8:25p	8:27p	8:34p

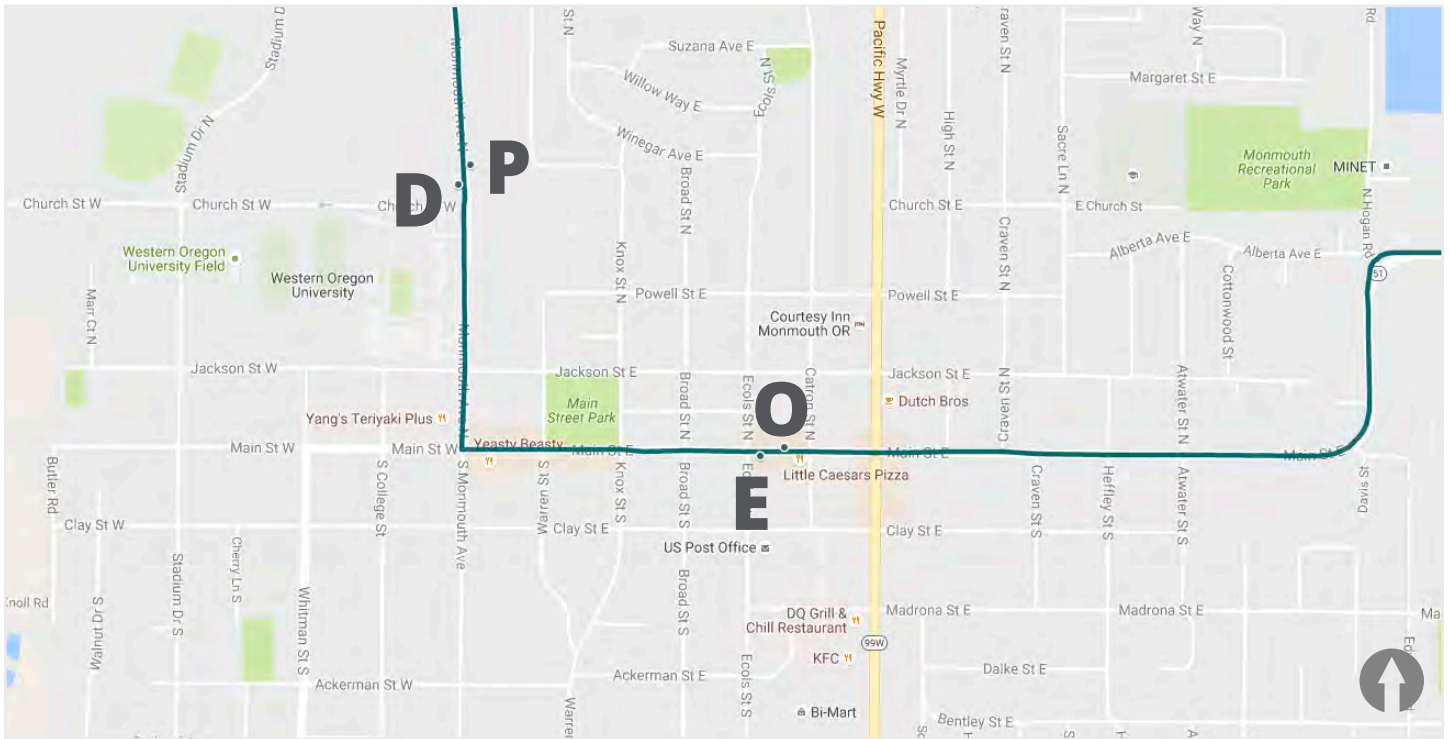
CARTS 40 Dallas / Monmouth / Independence / Salem

Dallas

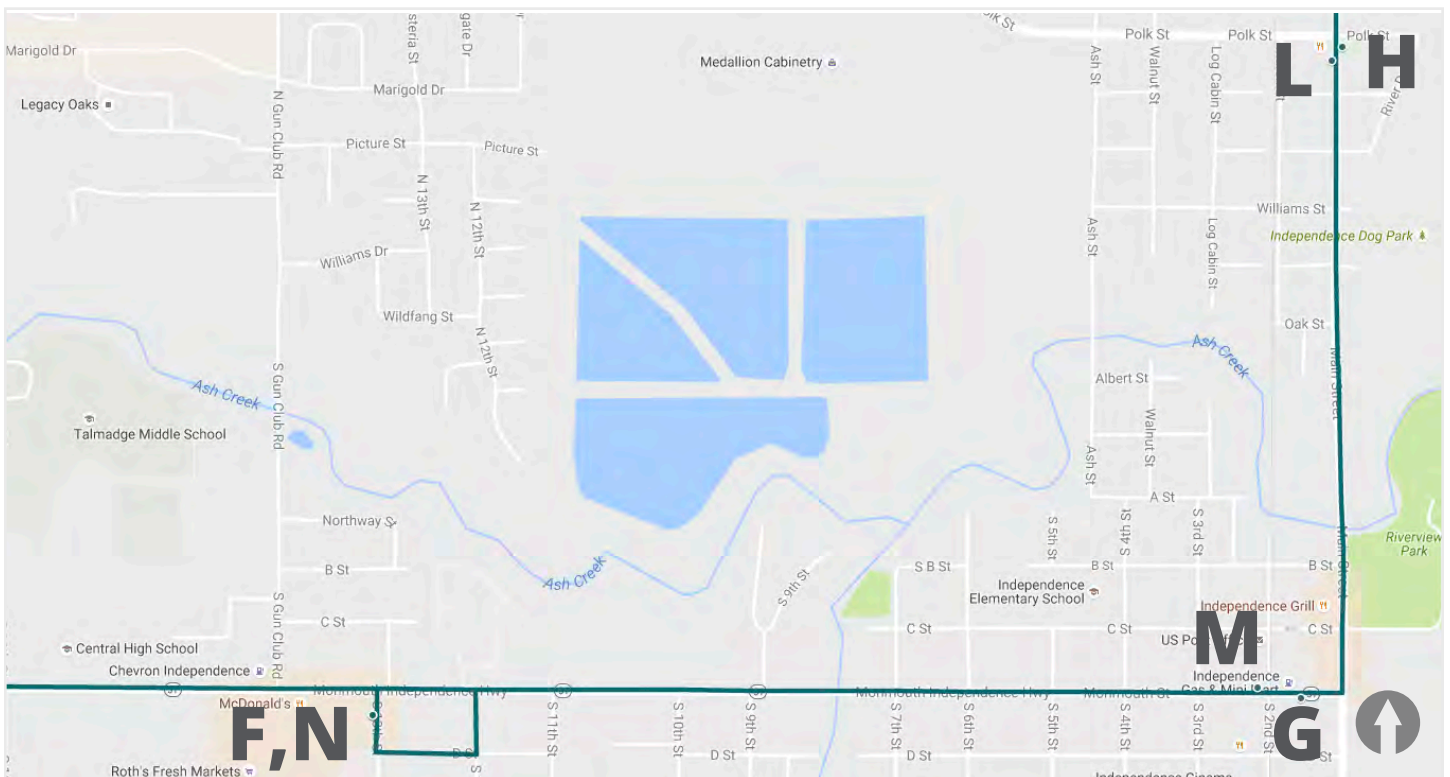


CARTS 40 Dallas / Monmouth / Independence / Salem

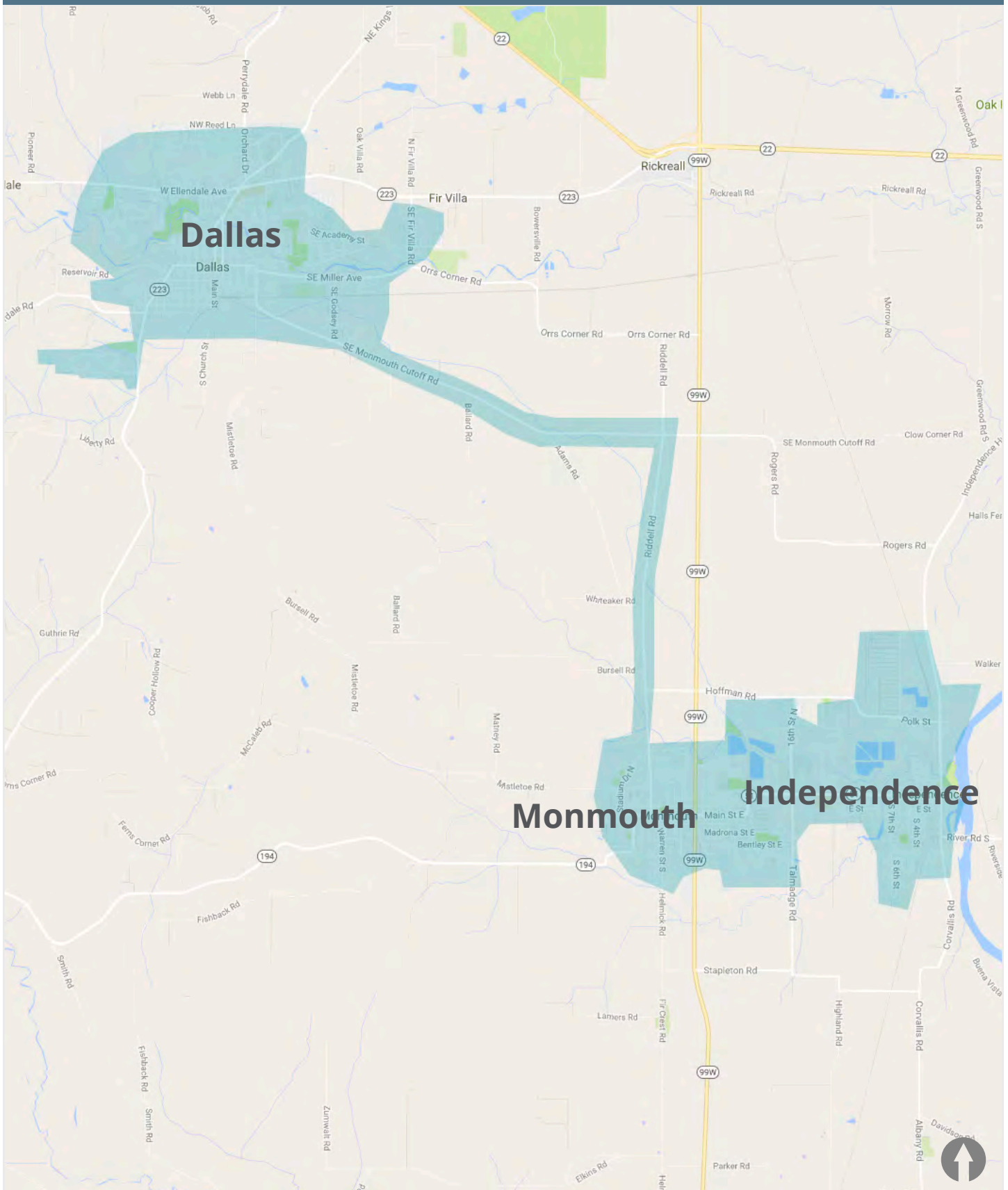
Monmouth



Independence



CARTS 45 Dallas / Monmouth / Independence



CARTS 45 Dallas / Monmouth / Independence

Rides on CARTS 45 must be scheduled 24 hours in advance. Any rider can make a trip request. However, the number of trip reservations may be limited in order to keep the bus on schedule. To make a reservation, call the Cherriots Call Center at 503-315-5544.

In addition to the below times, the bus is in Dallas from 4 to 4:40 p.m.

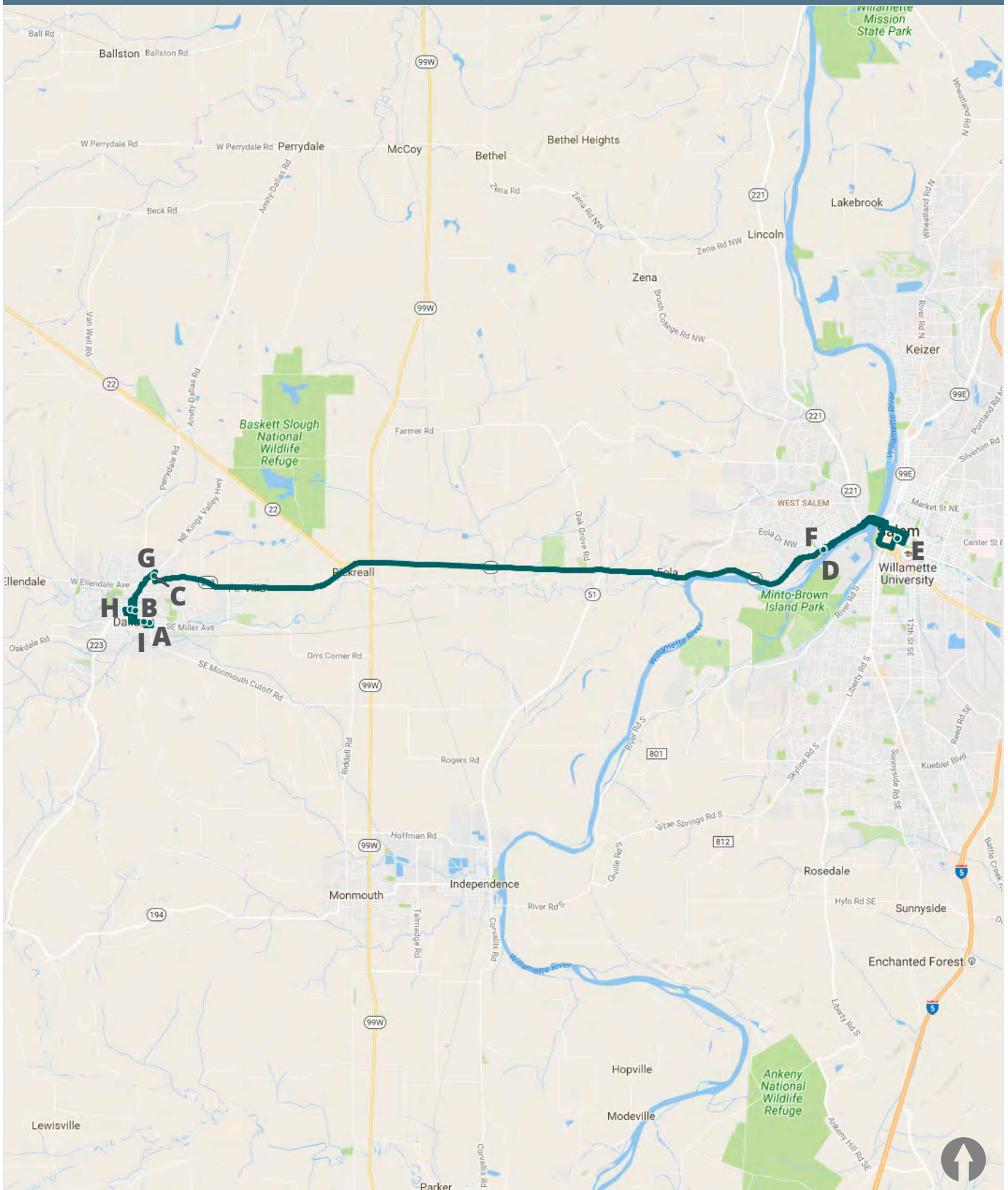
To Dallas

Independence / Monmouth	Dallas
7:00-7:45a	8:00-8:15a
7:35-8:30a	8:40-9:20a
8:25-8:50a	9:00-9:35a
9:55-10:15a	10:35-11:00a
11:20a-12:30p	12:45-1:15p
12:25-12:50p	1:00-1:15p
2:40-3:25p	3:35-4:20p

To Independence / Monmouth

Dallas	Independence / Monmouth
8:00-8:15a	8:25-8:50a
9:00-9:35a	9:55-10:15a
10:35-11:00a	11:20a-12:30p
11:30a-12:10p	12:25-12:50p
2:00-2:30p	2:40-3:25p
3:35-4:20p	4:30-5:15p

CARTS 50 Dallas / Salem



CARTS 50 Dallas / Salem

To Salem

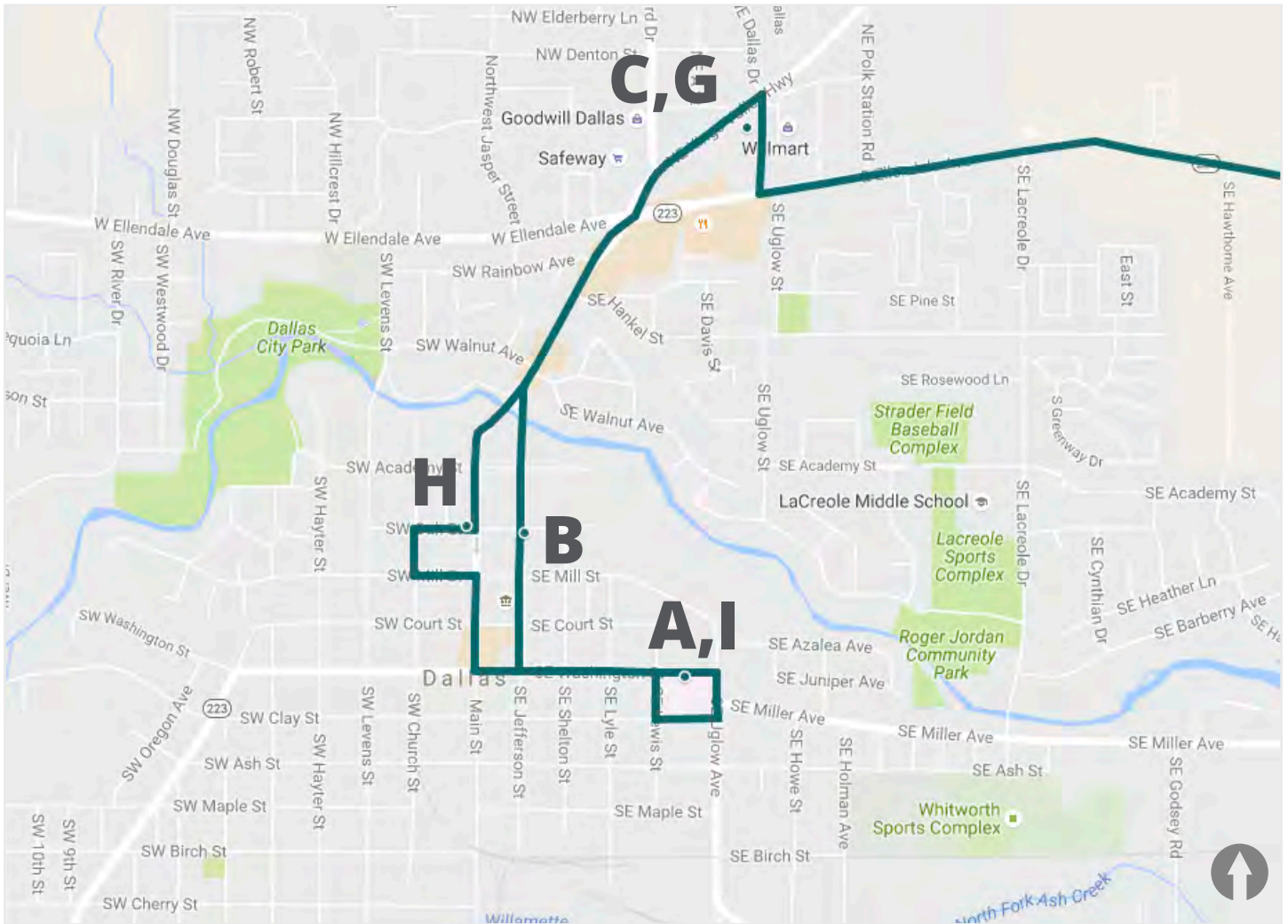
A	B	C	D	E
Washington @ Lewis (Dallas West Valley Hospital)	Jefferson @ Oak (Dallas)	Kings Valley @ Dallas Dr (Dallas Walmart Parking Lot)	Edgewater @ Rosemont (Salem)	Downtown Transit Center (Salem)
6:15a	6:17a	6:24a	6:41a	6:50a
4:17p	4:19p	4:26p	4:43p	4:50p

To Dallas

E	F	G	H	I
Downtown Transit Center (Salem)	Edgewater @ Rosemont (Salem Safeway)	Kings Valley @ Dallas Dr (Dallas Walmart Parking Lot)	Oak @ Main (Dallas)	Washington @ Lewis (Dallas West Valley Hospital)
7:00a	7:07a	7:24a	7:31a	7:33a
5:00p	5:09p	5:26p	5:33p	5:35p

CARTS 50 Dallas / Salem

Dallas



CARTS

To leave your thoughts and comments online, go to

[Cherriots.org/regional](https://cherriots.org/regional)

CARTS REDESIGN PROPOSAL FEEDBACK FORM

For Work Session of November 14, 2016
Agenda Item No. WS.2.a
ATTACHMENT B

What are your overall feelings about the proposed change?

Strongly Like Somewhat Like Neutral Somewhat Dislike Strongly Dislike Unsure

What changes, if any, would you make to the proposed plan?

This can include cities and towns served, bus stop locations, trip times, number of trips per day, etc.

FLIP FOR MORE QUESTIONS →

PLEASE HELP US LEARN MORE ABOUT YOU

These questions are optional to help us learn more about you.

What CARTS bus do you currently ride?

- CARTS 10
- CARTS 20
- CARTS 25
- CARTS 30
- CARTS 35
- CARTS 40
- CARTS 45
- CARTS 50
- I do not ride any CARTS buses

What city or town do you live in?

What cities or towns do you travel to for work, shopping, medical appointments, etc?

Which proposed bus stops would you use?

First Name

Last Name

Email Address

Phone Number

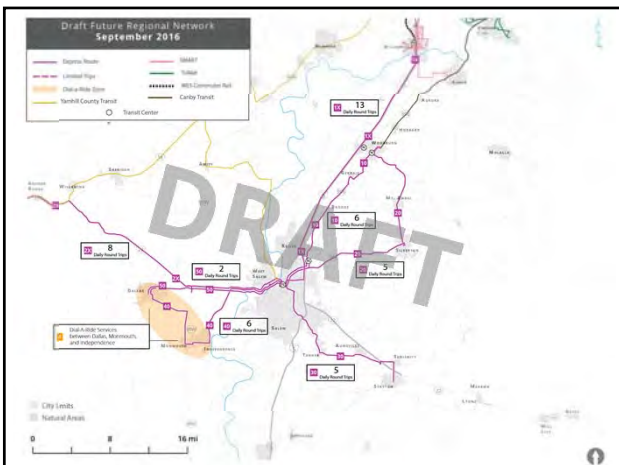
FLIP FOR INITIAL QUESTIONS →

FOR ADMIN USE ONLY

Comment Number ____ Date Received ___ / ___ / ____ Event _____





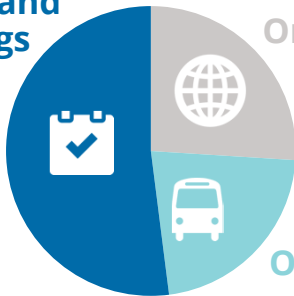


Where we went to get feedback



Where we received written feedback

Events and Meetings
52%



Online
26%

Onboard
22%

n = 344



Online/Email/Letters/etc.

91 Written Comments

Web Form | Facebook | Emails | Letters | Phone Calls


CARTS Redesign Proposal Feedback


What are your overall feelings about the proposed changes?

For more details on the plans, visit [CARTS.org/rebrand](#)

What are your overall feelings about the proposed changes?

- Strongly Like
- Somewhat Like
- Neutral
- Somewhat Dislike
- Strongly Dislike
- Unsure

 **Onboard**
 75 Written Comments • 81 Public Contacts
 CARTS 10-50 • 28 Staff Hours • 12 Round Trips



 **Events and Meetings**
 169 Written Comments • 538 Public Contacts
 12 events • 148 Staff Hours



 **Events and Meetings**
 179 Written Comments • 525 Public Contacts
 12 events • 148 Staff Hours



Silverton Community Resource Day

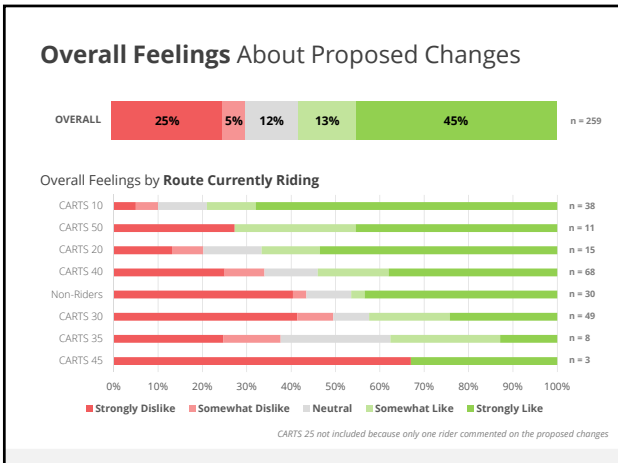
Events and Meetings
 169 Written Comments • 538 Public Contacts
 12 events • 148 Staff Hours



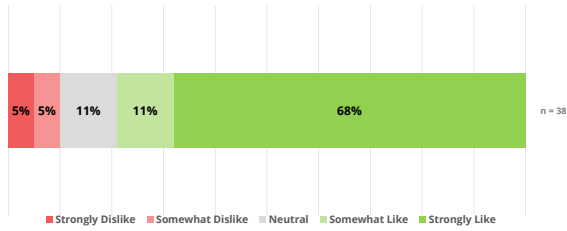

Polk County Bounty Market

What we heard during CARTS outreach



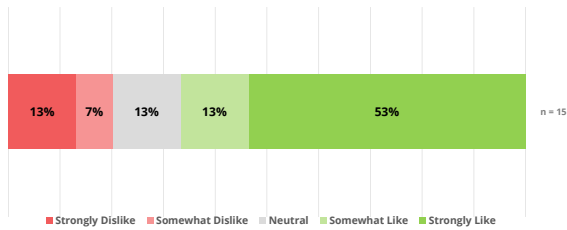


What **CARTS 10** Riders Thought of Proposal



Woodburn • Gervais • Brooks • Salem

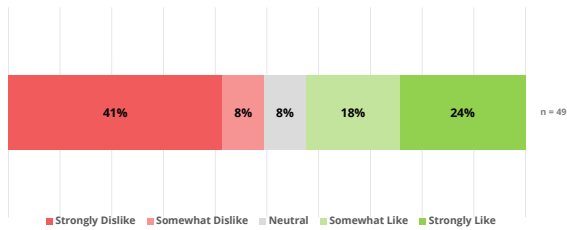
What **CARTS 20** Riders Thought of Proposal



Mt Angel • Silverton • Salem

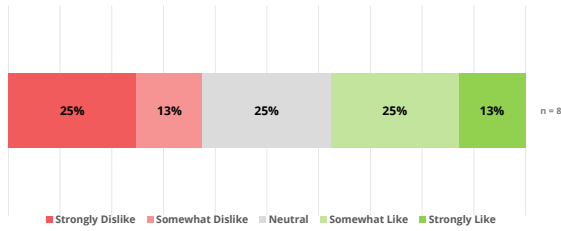
CARTS 25 not included because only one rider commented on the proposed changes

What **CARTS 30** Riders Thought of Proposal



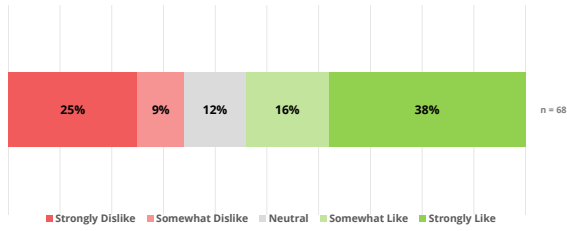
Gates • Mill City • Lyons • Mehama • Stayton
Sublimity • Aumsville • Turner • Salem

What **CARTS 35** Riders Thought of Proposal



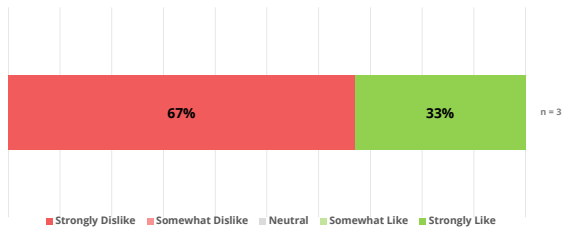
Stayton • Sublimity • Aumsville • Turner

What **CARTS 40** Riders Thought of Proposal



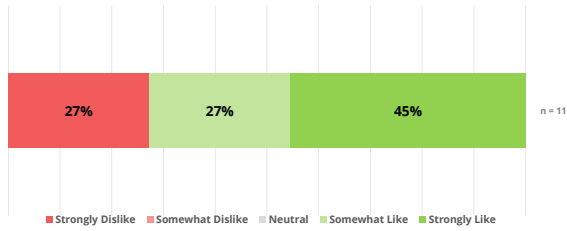
Dallas • Monmouth • Independence • Salem

What **CARTS 45** Riders Thought of Proposal



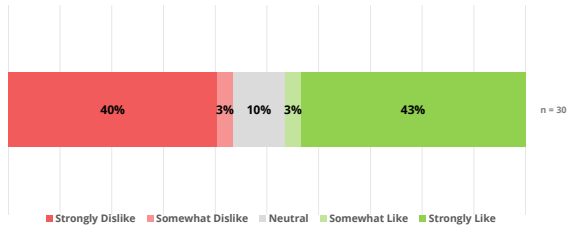
Dallas • Monmouth • Independence

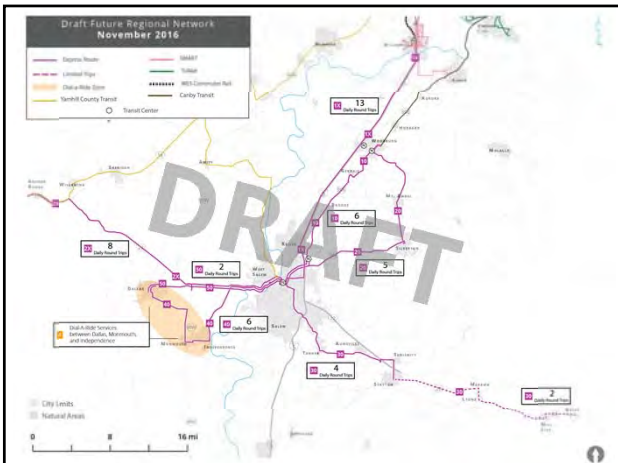
What **CARTS 50** Riders Thought of Proposal



Dallas • Salem

What **Non-Riders** Thought of Proposal





Next Steps for Revisions and Implementation

- Outreach Period
September-October 2016
- Proposal Refinement
November 2016
- Revised Proposal
December 2016
- Board Consideration of Final Proposal
January 26, 2017
- Materials Production, Promotion, and Implementation
February-April, 2017
- New Service Launches
Spring 2017



MEMO TO: BOARD OF DIRECTORS

**FROM: CHRIS FRENCH, SENIOR PLANNER
STEVE DICKEY, DIRECTOR OF TRANSPORTATION DEVELOPMENT**

THRU: ALLAN POLLOCK, GENERAL MANAGER

SUBJECT: JANUARY 2017 SERVICE CHANGE

In September 2015 Cherrits launched the Moving Forward major service change. Since then, staff has been monitoring and modifying the new service based on evaluating on-time performance data as well as feedback received from riders, transit operators, and customer service.

Although staff have seen some positive results from these modifications, we now believe more substantial changes are required to keep the buses running on time and to fulfill our strategic priorities of *providing an exceptional transportation experience and improving connectivity*.

GOALS OF MOVING FORWARD

As a reminder, the goals of the Moving Forward project included:

- Providing more **frequent service** on the busiest corridors
- Adding more **midday service** to meet demand
- Guaranteeing better **evening service** on all routes
- Having **consistent frequencies** throughout the day
- **Reducing one-way loops** at the end of routes
- **Reducing transfers** by designing more crosstown routes

ONGOING ISSUES SINCE MOVING FORWARD

Since the implementation of Moving Forward, a number of issues have consistently surfaced, including problems with:

- **Reliability**—Buses on crosstown routes with 15-minute service have struggled to stay on time.
- **Timed Connections**—Many riders find it more challenging to transfer between routes at the Downtown Transit Center.

- **Route Complexity and Numbering**—Many riders are confused by the “A” routes, crosstown routes that travel through downtown and route numbers overlaps (e.g. 1 and 1X, 10 and CARTS 10).

REVISED GOALS

Staff still believes we can accomplish most of the goals of Moving Forward, but staff no longer plans to pursue the goal of “reducing transfers by designing more crosstown routes.”

Instead, staff will seek to **facilitate transfers** at the Downtown Transit Center. We do not believe we currently have the tools necessary to make the crosstown routes successful and our focus on crosstown routes has put in jeopardy our ability to meet the other goals of Moving Forward.

Additionally, with the planned changes staff plans to add goals of **increasing reliability** and **simplifying route complexing and numbering**.

SOLUTIONS TO ONGOING ISSUES

In order to address the above issues, staff plans to make the following changes on January 3, 2017.

● **Splitting Routes Traveling through Downtown Transit Center**

The goal is to reduce confusion at DTC. This change should also help keep the buses on the 15-minute routes on time.

MORE DETAILS:

- Routes 1 and 5/5A will each be split. The new route halves will be completely independent from one another (no interlining). Runtime and recovery time will be added to all four new routes for much of the day.
 - Route 1 will be split into **Route 19** on Broadway and River Rd and **Route 21** on South Commercial.
 - Route 5/5A will also be split into **Route 17** traveling into West Salem along Edgewater and Gerth, and **Route 5** traveling down Center.
- Routes 6 and 13 will each be split. This split will be more cosmetic in order to help riders at Downtown Transit Center (DTC) figure out which bus to get on.
 - Route 6 will be split into **Route 6** on Mission/Fairview Industrial/Rees Hill and **Route 16** on Wallace in West Salem. Buses coming into DTC as the 6

will change into the 16. Buses coming into DTC at the 16 will change into the 6.

- Route 13 will be split into **Route 13** on Silverton Road and **Route 22** doing the Library Loop. Buses coming into DTC as Route 13 will change into Route 22, and buses coming into DTC as Route 22 will change into Route 13.

● **More Pulsing at Downtown Transit Center**

The goal of this change is to help riders transfer between routes at DTC.

MORE DETAILS:

- The new **Routes 5, 17, 19, and 21** will all pulse out of DTC at :00, :15, :30, and :45 to help facilitate transfers between each other, as well as the other routes pulsing at the top and bottom of the hour.
- The new **Routes 6, 13, 16, and 22** will still not be pulsed in all cases, but staff is working on a long-term solution for these.

● **Eliminating "A" Routes**

The purpose of the "A" routes was to help provide extra coverage in some areas without compromising more frequent service on the main corridors. However, the slight variations in paths, as well as the use of the letter "A" has been confusing to many riders.

This change will eliminate all "A's" by both renumbering some routes and wrapping others together.

MORE DETAILS:

- The new **Routes 5 and 17** will not have A routes. All Route 5 buses will take the same path on the east side. All Route 17 buses will travel down Gerth instead of Patterson. Buses leaving DTC at :00 and :30 will go into Kingwood West / Capitol Manor, and buses leaving DTC at :15 and :45 will not. However, we will not use an A to show this. Instead we will use a combination of the route schedules and the headsigns.
- The new **Route 9** will follow the same path as the current Route 9A (River to Parkmeadow to Wheatland) and run every 30 minutes.
- Route 8A will be renumbered to **Route 18**. Routes 8 and 18 will still pick up and drop off in the same bay at DTC, and they will still be published on the same print schedule.

- Route 4A will be renumbered to **Route 24**. Routes 4 and 24 will still pick up and drop off in the same bay at DTC, and they will still be published on the same print schedule.

- **Removing Route Number Overlaps**

The goal of this change is to help eliminate confusion between routes with similar numbers.

MORE DETAILS:

- Route 10 will become **Route 23** so it isn't confused with CARTS 10.
- In May 2017, Route 2X will become **Route 60X** to avoid confusion with Route 2 and SMART 2X.
- There will no longer be a Route 1 because we cannot change Route 1X's number (which is based on SMART's numbering convention).

A map of the outlined changes above called the "*January 2017 Service Change*" is provided in Attachment B.

EQUITY ANALYSIS

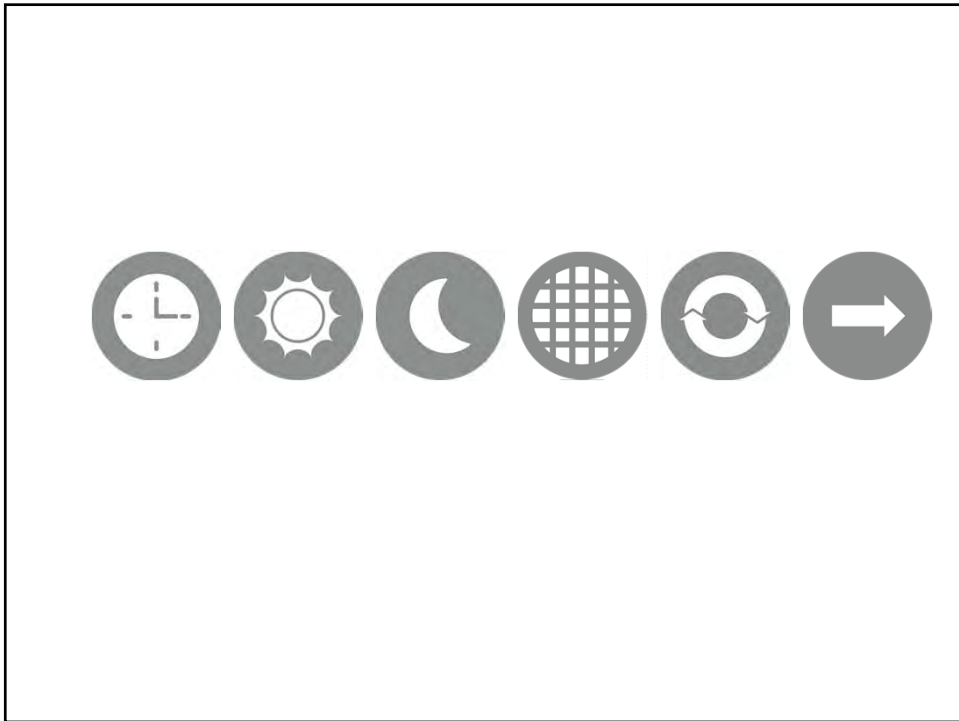
Staff does not classify the splitting of the routes as a Major Service Change since the routes are not fully being removed or added, and the routes paths and frequencies are mostly staying the same. Additionally, in all cases revenue hours are either remaining the same or increasing, but the increases are not more than 25%.

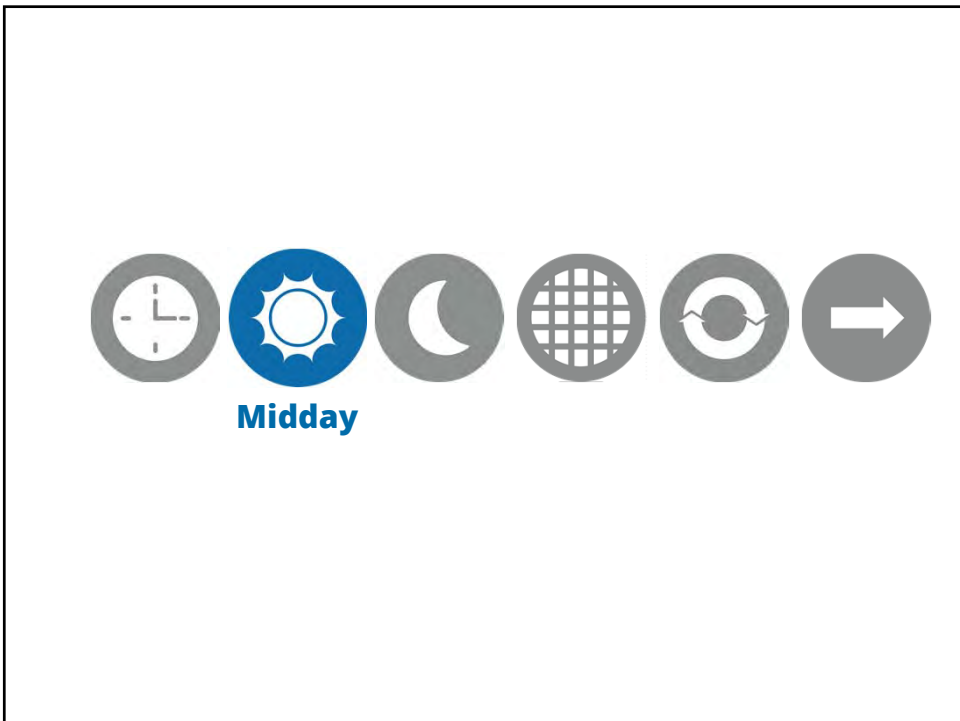
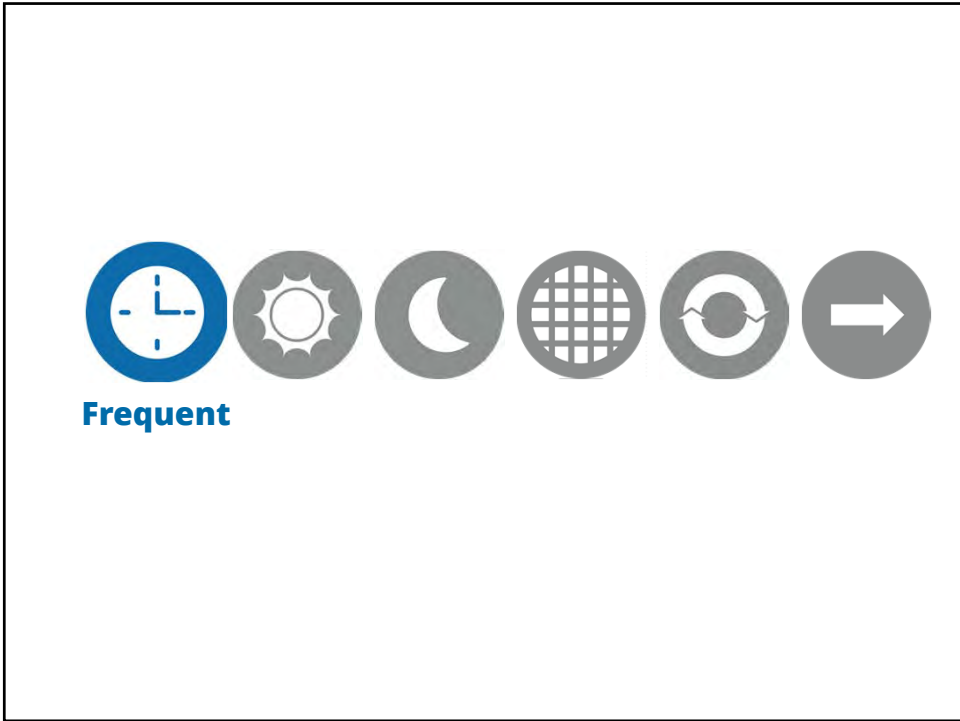
The wrapping together of Routes 9/9A, as well as the wrapping together of Routes 5/5A; also do not meet the definition of a Major Service Change.

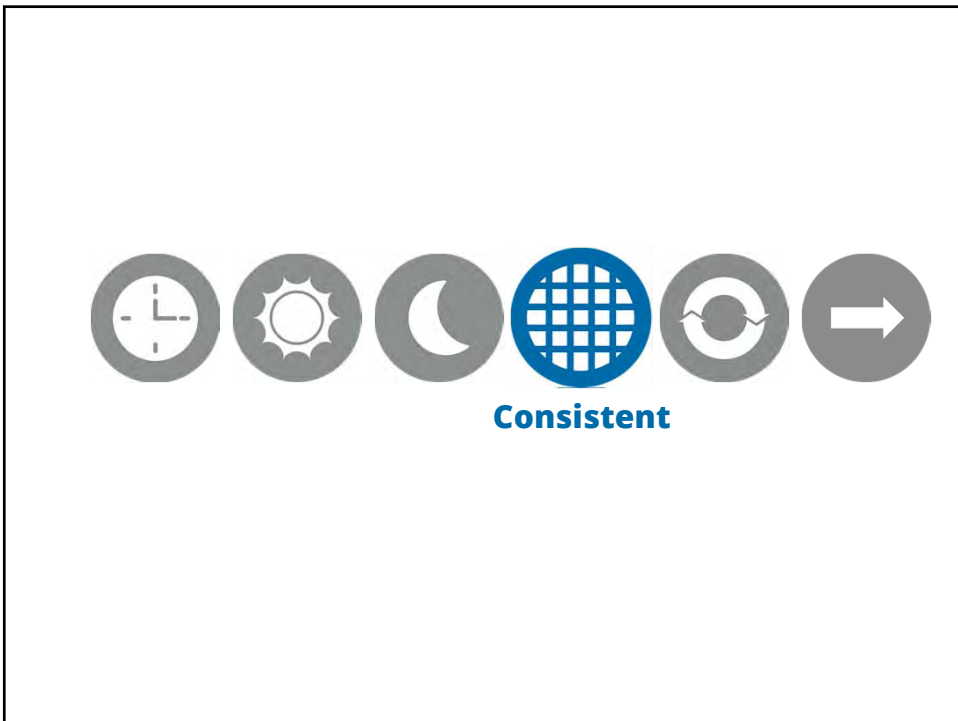
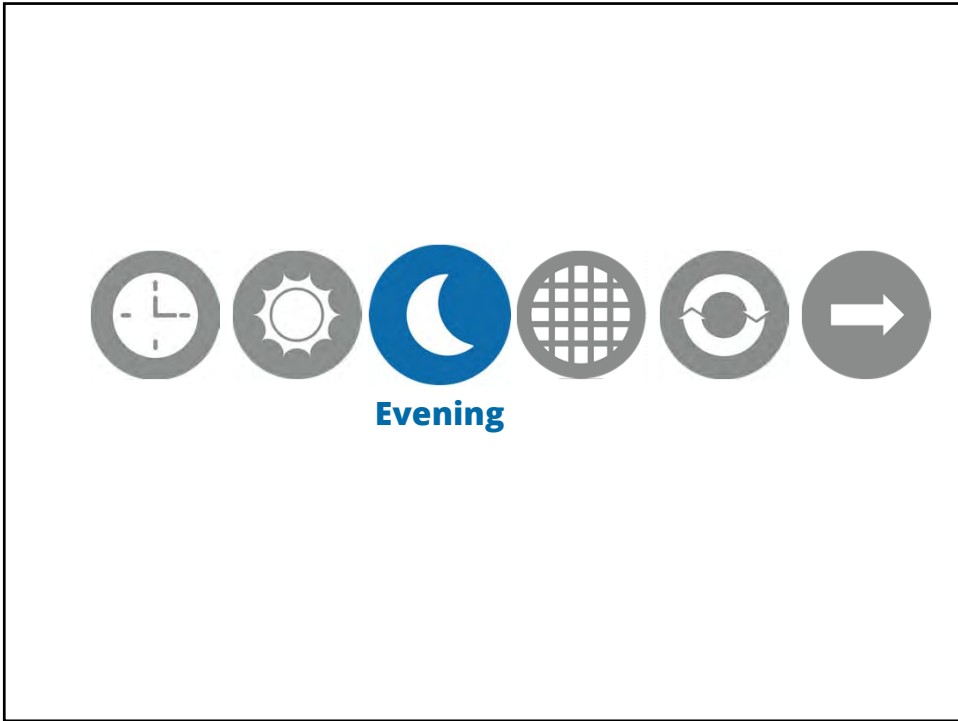
As these changes do not meet the definition of Major Service Changes, staff is not required to test for potential adverse effects, disparate impacts, and disproportionate burdens.

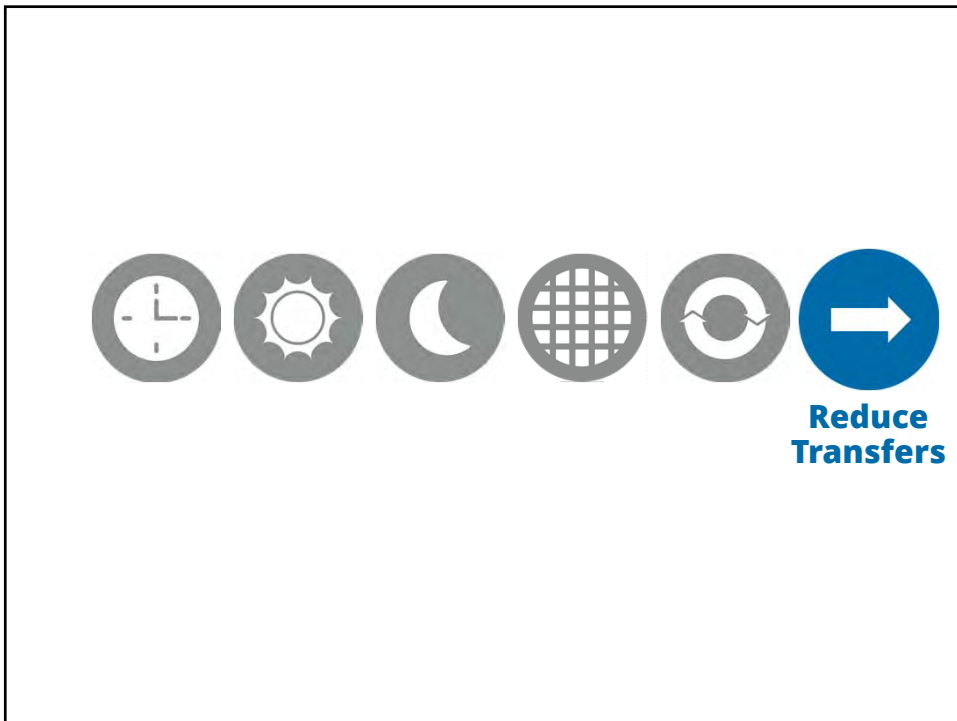
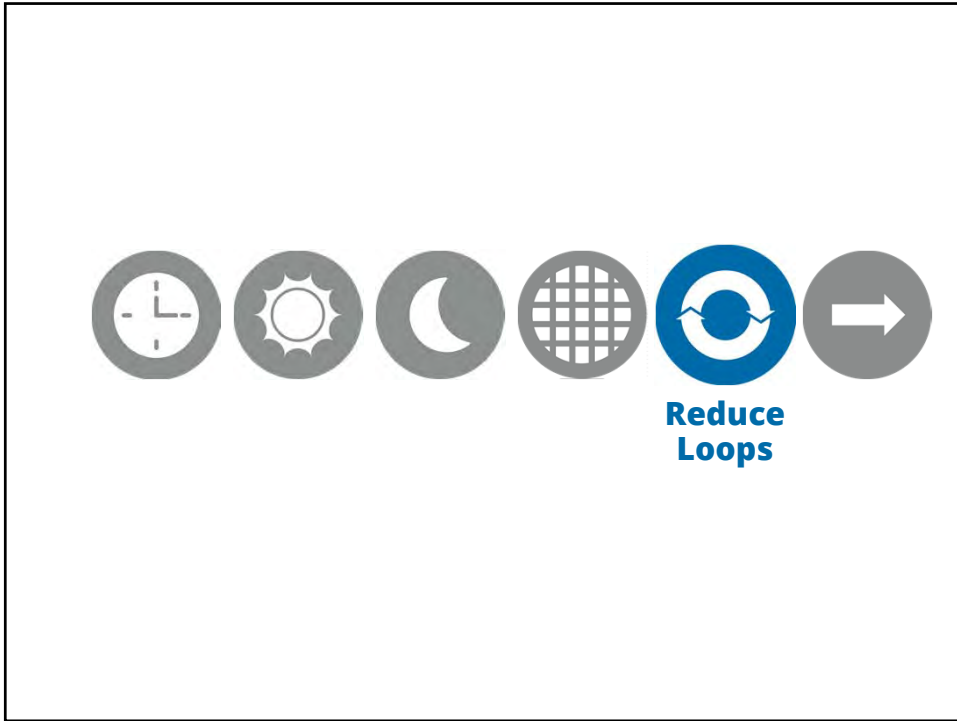
NEXT STEPS

Staff will present an information update at the December 8, 2016 Board meeting. The service will go into effect on January 3, 2017.



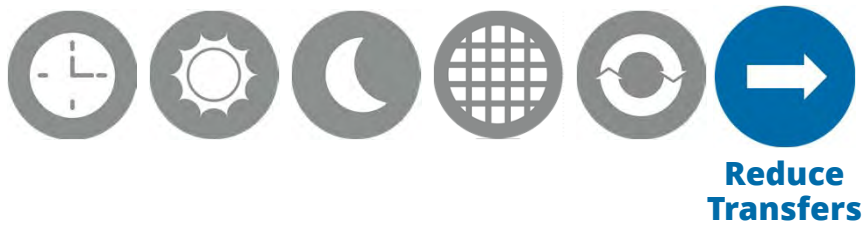


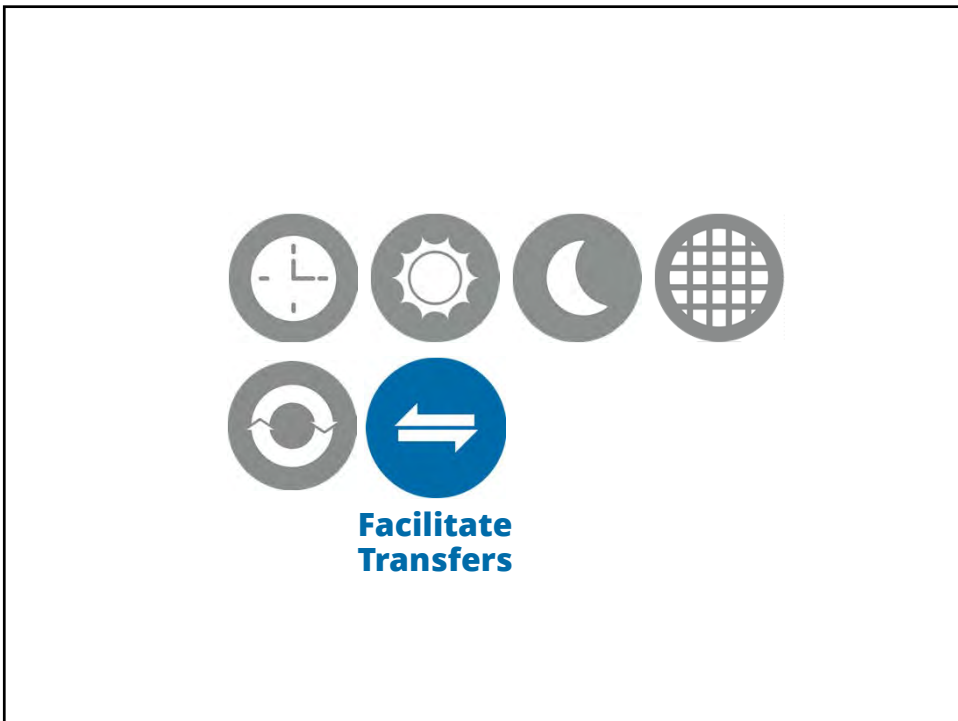


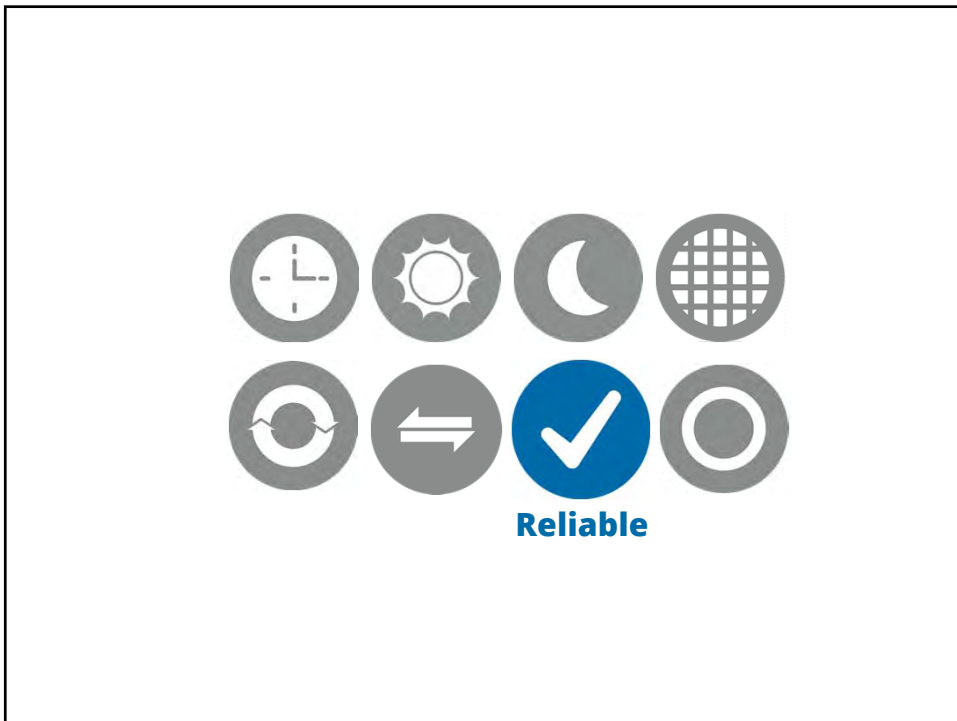
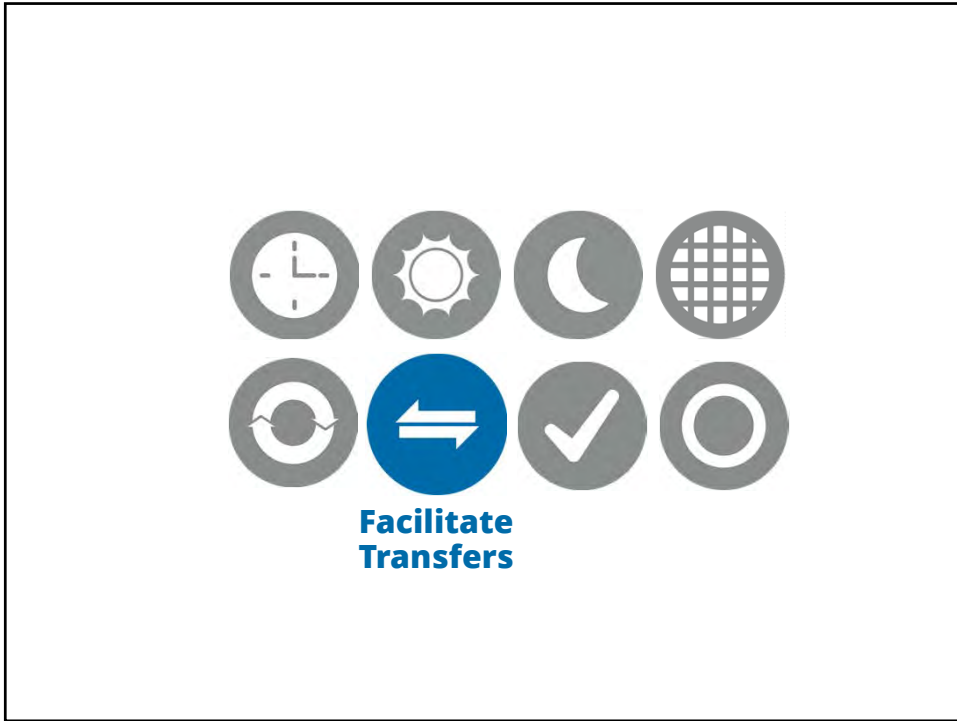


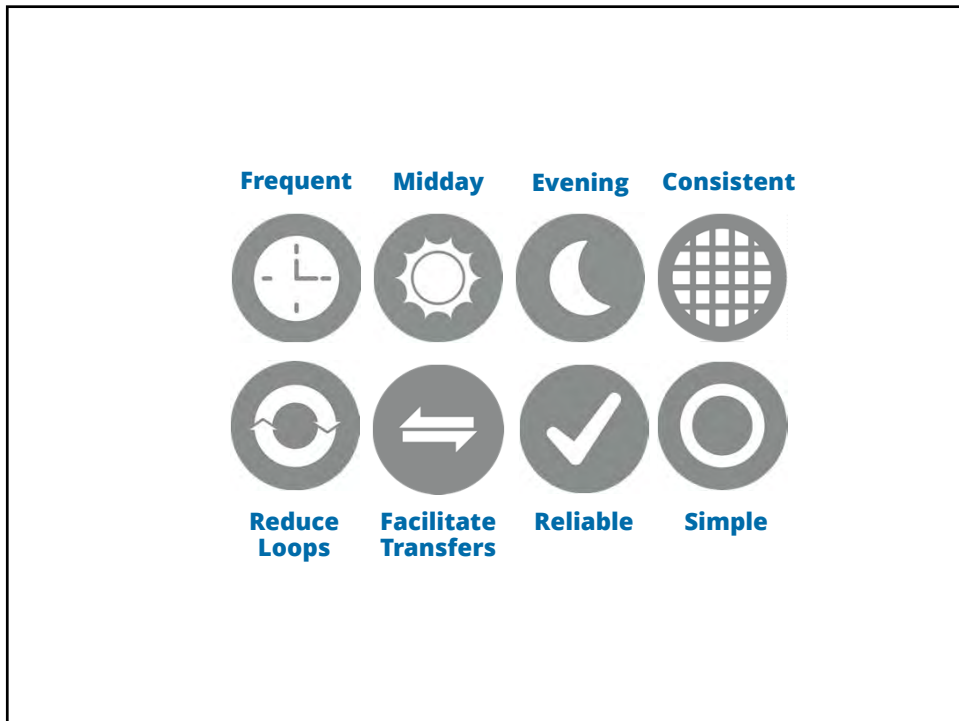
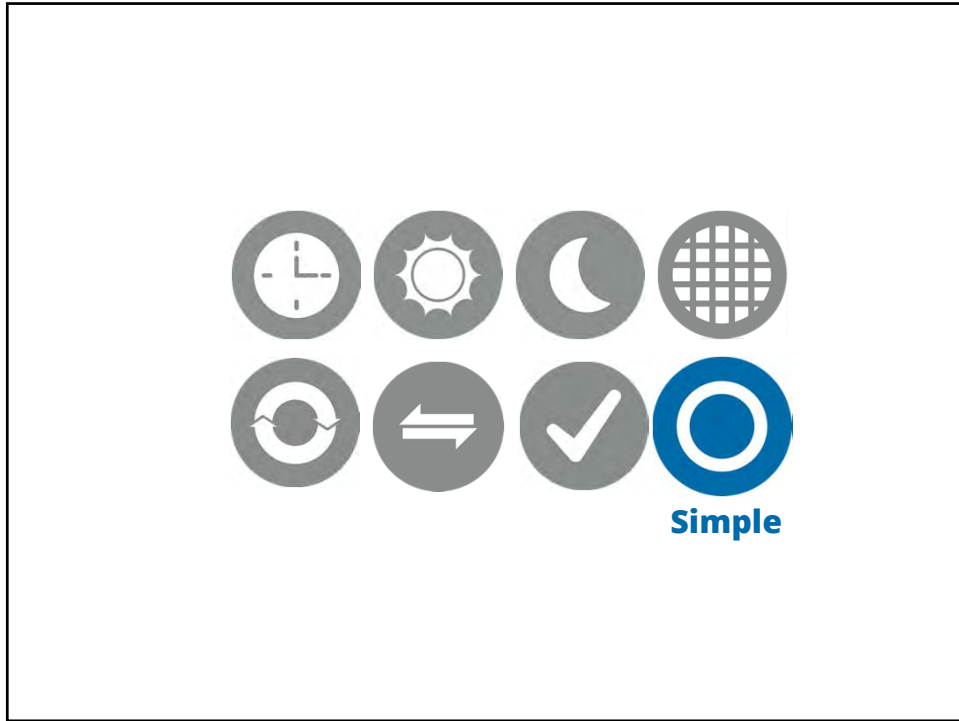
Reliability Timed Connections Complexity

ONGOING ISSUES



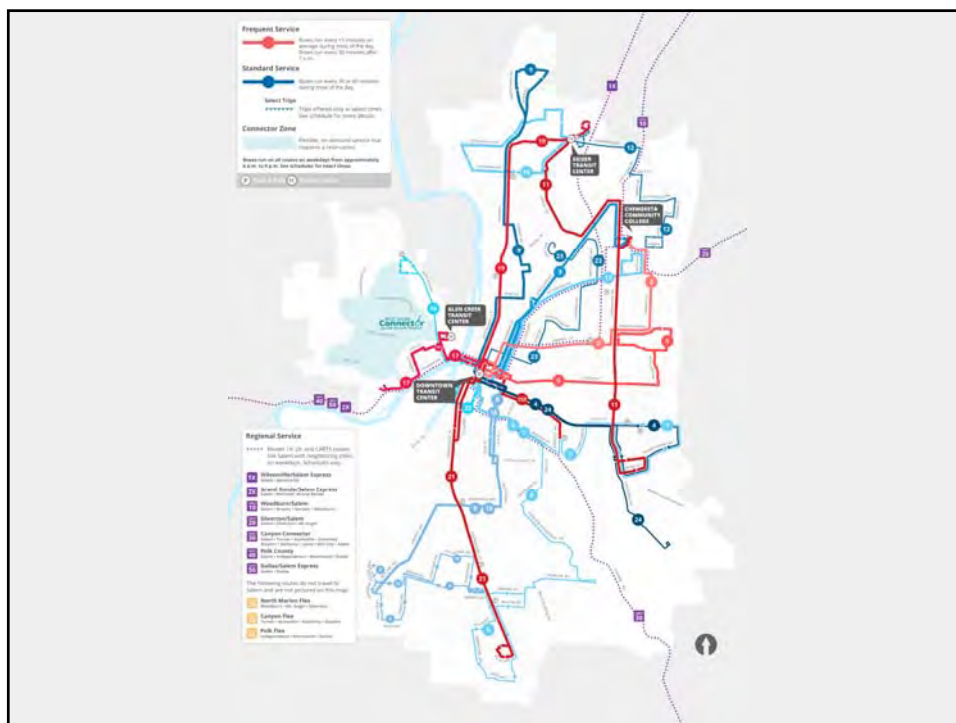


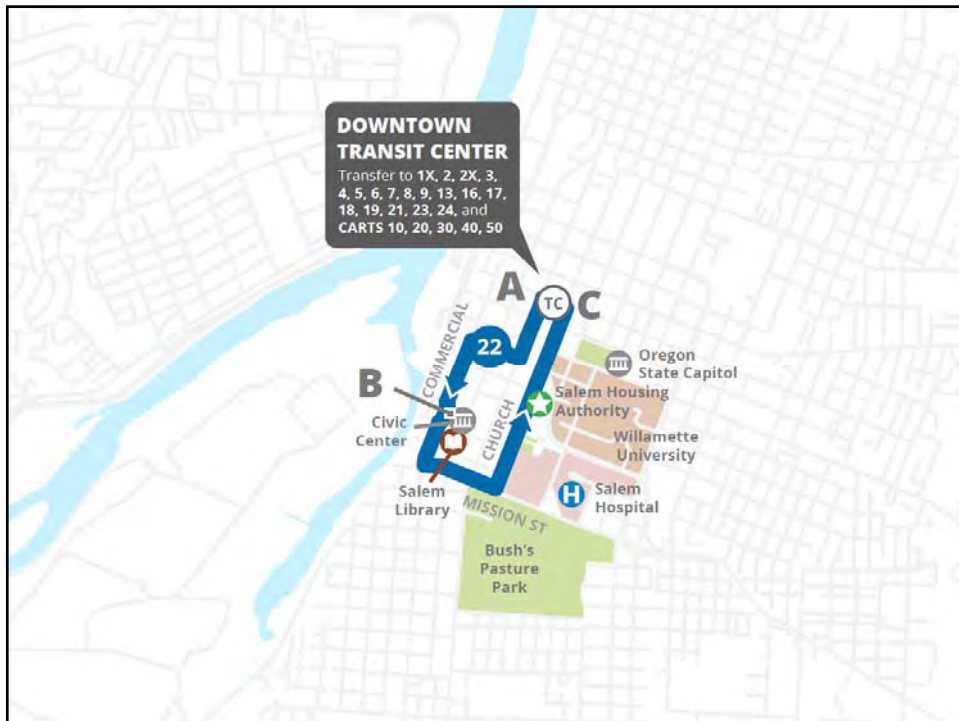
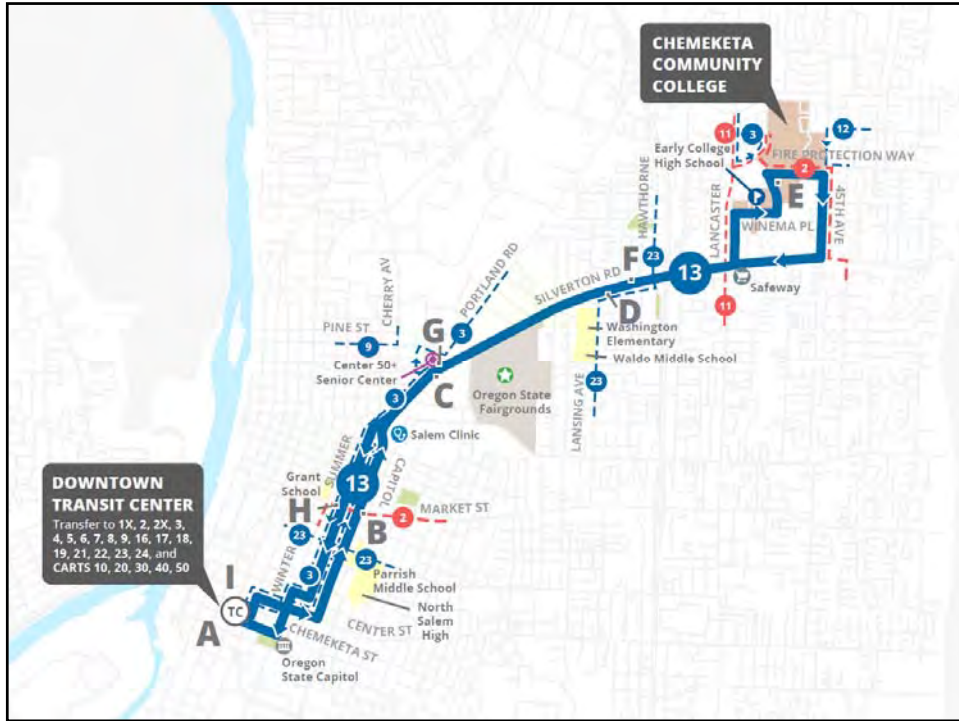


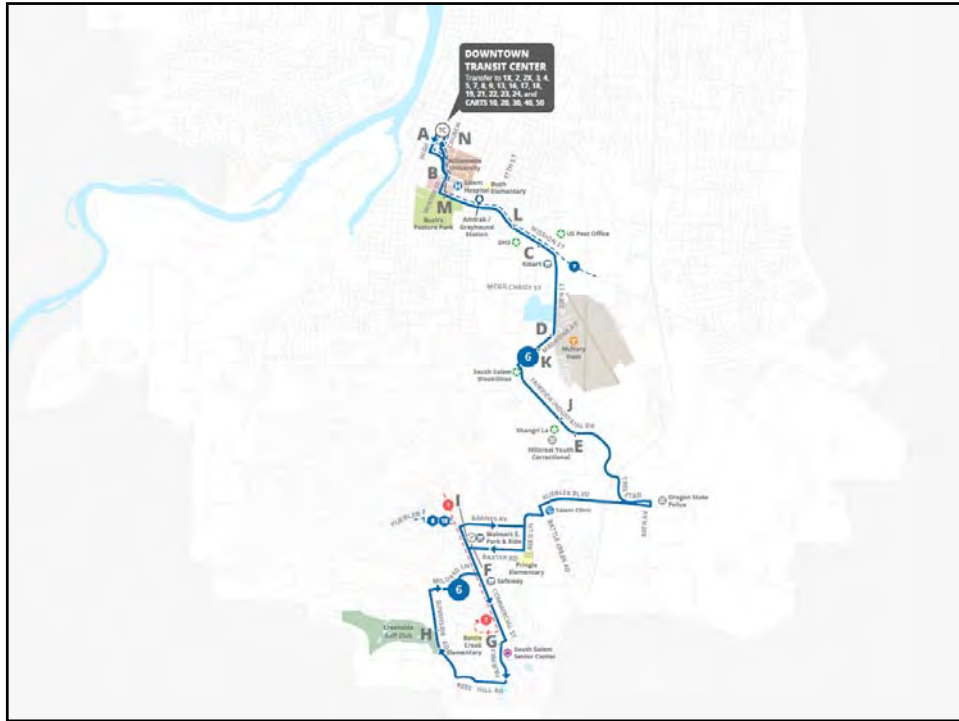


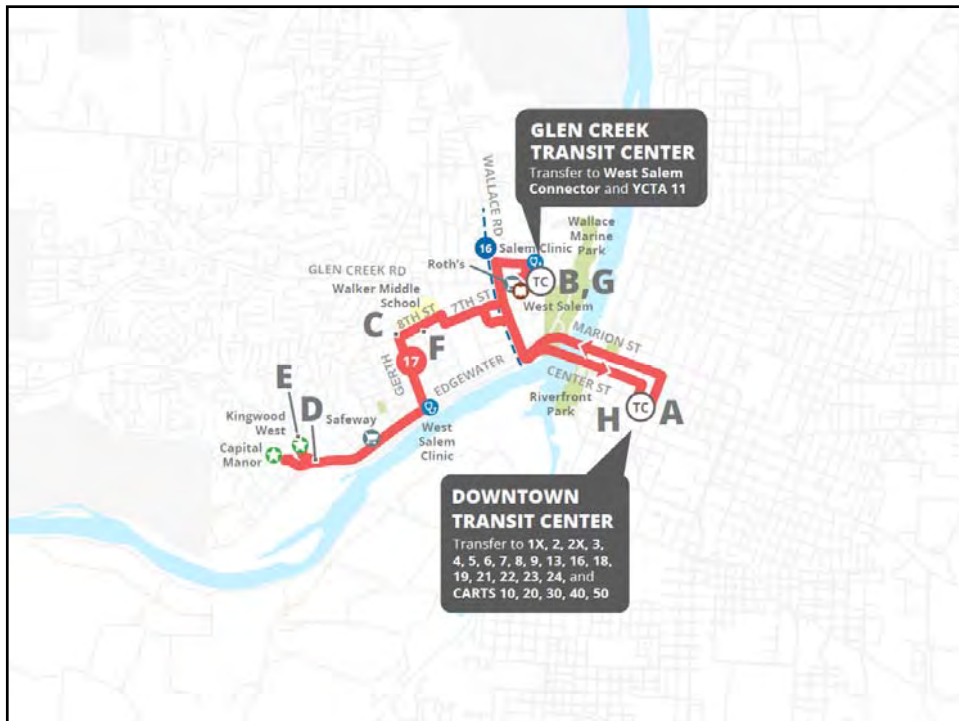
Splitting Routes More Pulsing Eliminating "A" Routes No Number Overlaps

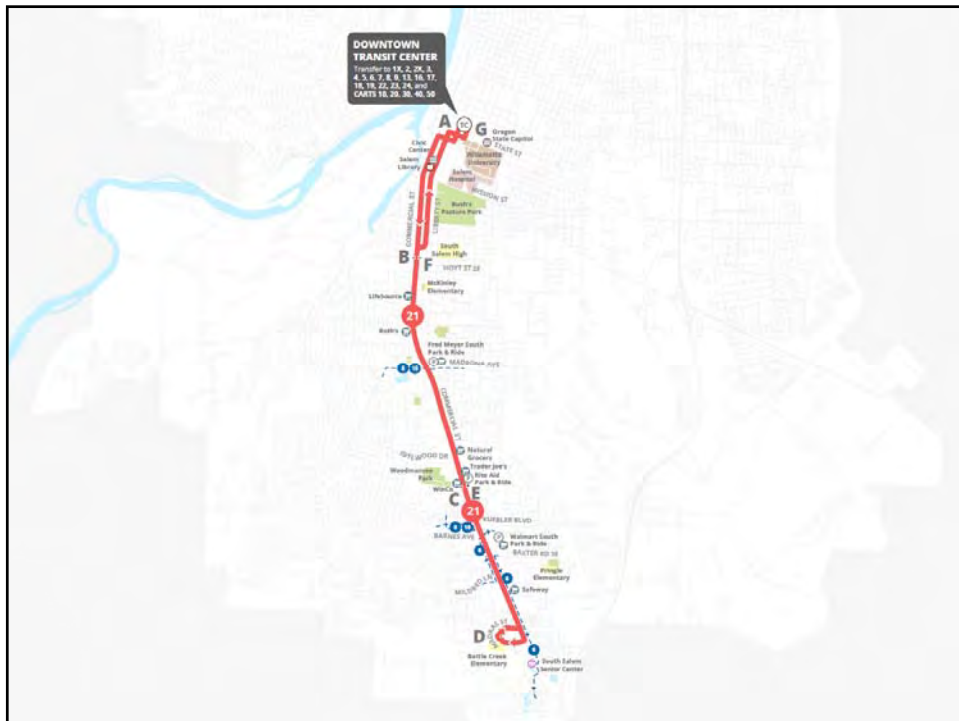
SOLUTIONS

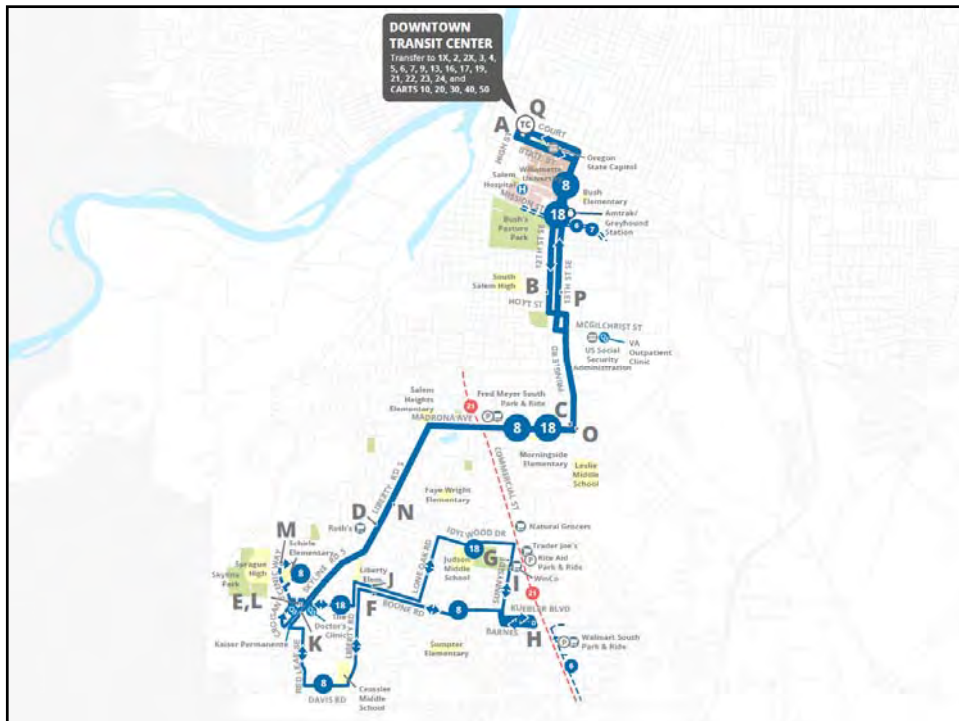
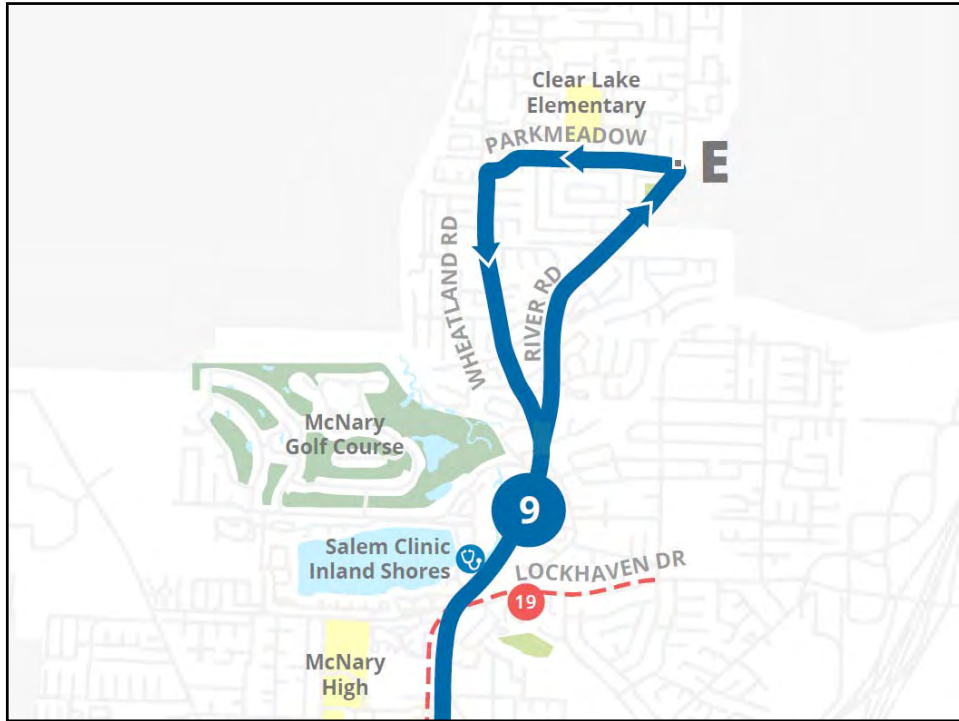


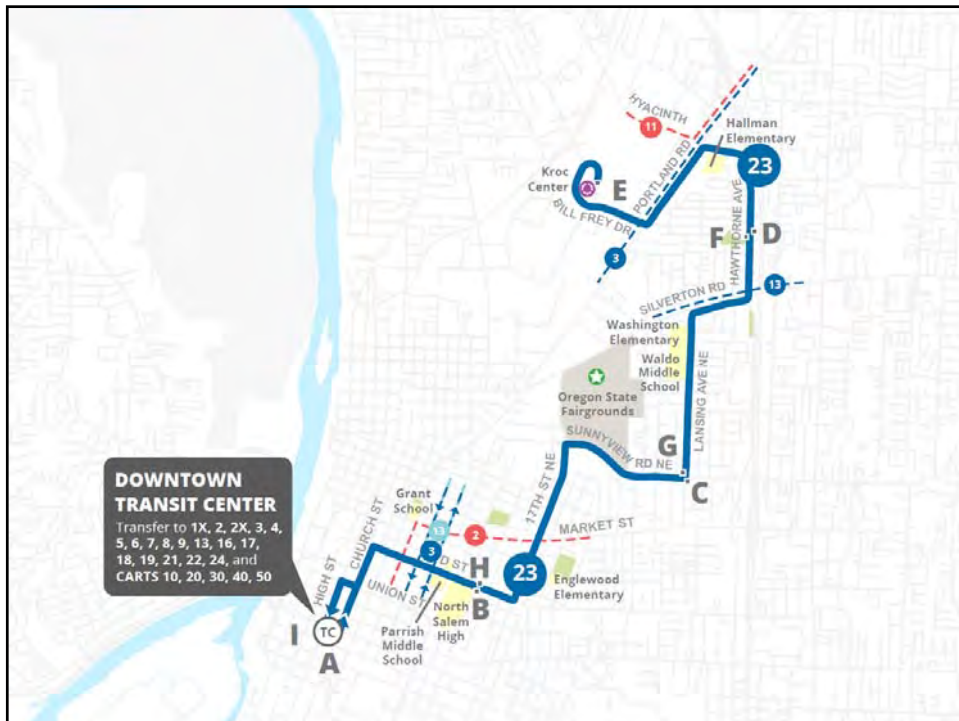


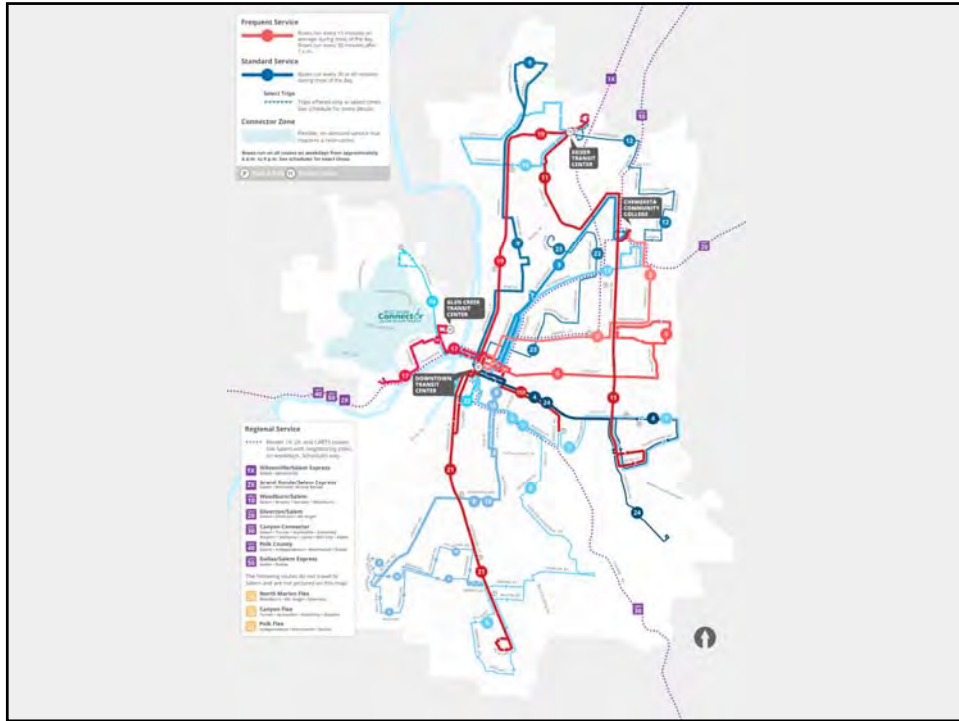












MEMO TO: BOARD OF DIRECTORS

**FROM: JENNY FURNISS, MARKETING AND SOCIAL MEDIA SPECIALIST
PATRICIA FEENY, DIRECTOR OF COMMUNICATION**

THRU: ALLAN POLLOCK, GENERAL MANAGER

SUBJECT: CONTRACT FOR WEB DEVELOPER

Issue

Shall the Board authorize the General Manager to execute a contract with OMBU to redevelop the website of Salem Area Mass Transit District (SAMTD)?

Background and Findings

SAMTD currently has a website, Cherriots.org, which was designed in 2012. At that time, the website was a vast improvement from the previous site, and it had an up-to-date design. As time has passed, it became clear that the website has systemic structural, navigational and technical problems. These problems mean that the current website does not fully meet the needs of riders, potential riders and the goals of many SAMTD departments.

Examples of these issues include:

- Website is difficult to navigate. It is even more difficult to navigate on a mobile device such as a smart phone. (Sixty-six percent of visits to Cherriots.org are done on a smart phone.)
- Services such as RED Line, Rideshare and CherryLift are hard to find, unless you already know what you are looking for.
- The "About Us" section is not accessible from a smart phone. This section includes the board of director pages, jobs page and financial information page.
- Route pages are plagued with technical issues that cause route information to display incorrectly.

Feedback from riders and SAMTD departments consistently highlights that the website is difficult to use. Three different web developer companies have maintained the website over the last two years, providing short-term solutions to technical issues. The Marketing and IT Departments concluded that a long-term solution to the structural, navigational and technical problems requires a complete redevelopment of the website. To obtain a redevelopment of the website, a Request for Proposals (RFP) was issued to procure a website developer.

The activities of the procurement process performed by SAMTD staff are listed below:

1. RFP #2016-05 was issued on April 5, 2016. The RFP was posted on ORPIN and promoted through a targeted Twitter and LinkedIn campaign. It also was emailed to a list of web development companies.
2. A pre-proposal conference was held on April 19, 2016, and the RFP process closed on May 31, 2016.
3. Fifteen (15) proposals were received by the due date of May 31, 2016.
4. Thirteen (13) of these proposals were responsive/responsible. They were: Advaiya Solutions, Delaris, FFW West Coast/Propeople, FluidNRG, Gard Communications, Gere Donovan, MIG, OMBU, One Origin, Opin Software, Red Rokk, Trestlemedia and Vtech.
5. An evaluation selection committee comprised of SAMTD staff from the marketing, IT and procurement departments was appointed to review and evaluate proposals based on proposed cost/value, quality of proposal, personnel qualifications and interview/presentation and references.
6. Three (3) proposers were interviewed between September 16 and 20, 2016.
7. The evaluation committee met on three (3) occasions for scoring. The group members determined in their final meeting that OMBU was the most responsive to the procurement criteria.

Evaluation Criteria:	Maximum Score Possible	Gere Donovan	OMBU	TrestleMedia
Cost/Value	150	110	122	119
Quality of Proposal	150	109	146	137
Personnel Qualifications	125	95	125	114
Interview Presentation	75	11	75	61
Total	500	325	468	431

Recommendation

Staff recommends the Board authorize the General Manager to negotiate the final contract language and to execute a contract with OMBU to redevelop the website in an amount not to exceed \$162,680. Additionally, staff recommends inclusion of a provision for future maintenance services, if needed, for a period of three years. The fixed hourly rate for these services is \$158.00 per hour.

Proposed Motion

I move the Board authorize the General Manager to negotiate the final contract language and to execute a contract with OMBU to redesign the website in the not to exceed amount of \$162,680, with a provision for future maintenance services, if needed, for a period of three years at a rate of \$158 per hour.

MEMO TO: BOARD OF DIRECTORS

FROM: PATRICIA FEENY, DIRECTOR OF COMMUNICATION

THRU: ALLAN POLLOCK, GENERAL MANAGER

SUBJECT: DISTRICT PROPERTY COMMERCIAL ADVERTISING POLICY

The revised policy on commercial advertising on District property reflects and incorporates all board member feedback and legal counsel input from the August 8, 2016, Board of Directors Work Session.

The revised policy sets guidelines for the selection and placement of commercial advertising on District property to ensure that all commercial advertising is tasteful, visually appealing and not offensive to our customers, stakeholders and the general public.

Board Members discussed and addressed several advertising issues, including cannabis – medicinal and recreational; Spirit Mountain Casino (Confederated Tribes of Grand Ronde subsidize the 2X Route); vaping (electronic cigarette); religious and political; and craft breweries and area vineyards.

Included in this packet is a revised policy based on the August work session discussion. At the November work session, Board Members are asked to review, discuss, and provide feedback on the Advertising Content Standards, items “a” through “q.”

If the Board decides to move forward with this version of the advertising policy, it will be presented next as a resolution for the Board to adopt. A formal Request for Proposal process would then follow.

Policy: ADVERTISING ON DISTRICT PROPERTY		Number: TBA
Resolution # adopted by the SAMTD Board of Directors on; rescinded and replaced by Resolution #	Effective Date: TBD	Page 1 of 6

TBA.01 APPLICATION

The advertising policy applies to all advertisements on Salem Area Mass Transit District (SAMTD) property including the exterior and interior of revenue vehicles (e.g., buses, paratransit vehicles), facilities (e.g., passenger shelters, and customer service waiting areas).

TBA.02 PURPOSE

The primary purpose of the Salem Area Mass Transit District is to provide safe and efficient public transportation. Consistent with this purpose, the District places great importance on maintaining secure, safe, comfortable and convenient vehicles and facilities which, among other things, retains existing riders and attracts new users. To generate additional revenue while also accomplishing the primary objectives of transit operations, SAMTD will accept commercial advertising only if it complies with this policy. In adopting this policy, SAMTD wants to ensure that all commercial advertising on district property is tasteful, visually appealing and not offensive to our customers, stakeholders and the general public. This policy sets clear guidelines for the selection and placement of commercial advertising on District property.

TBA.03 NON-PUBLIC FORUM

SAMTD’s acceptance of advertising through its advertising contractor is not intended to provide or create a public forum for expressive activities, but rather to make use of District assets held in a proprietary capacity in order to generate advertising revenue to support its transit operations. In furtherance of that discreet and limited objective, the District retains strict control over the nature of the advertising accepted. Certain types of advertisements interfere with the program’s primary purpose of generating supplemental revenue to benefit the transit system. This policy advances the advertising program’s revenue-generating objective by prohibiting advertisements that could detract from the District’s primary objective of providing safe and efficient public transportation by creating substantial controversy, interfering with and diverting resources from transit operations, or posing significant risks of harm, inconvenience or annoyance to transit passengers, operators and vehicles. Such advertisements create an environment that is not conducive to benefiting the transit system or preserving and enhancing the security, safety, comfort and convenience of its operations.

Policy:	ADVERTISING ON DISTRICT PROPERTY	Number: TBA
Resolution # adopted by the SAMTD Board of Directors on; rescinded and replaced by Resolution #	Effective Date: TBD	Page 2 of 6

TBA.04 POLICY GOALS

- a. Generating revenues from advertising while maintaining and attracting ridership by prohibiting offensive advertising;
- b. Maintaining a professional and safe operating environment for all passengers and employees;
- c. Avoiding identification of SAMTD with advertising or advertisers’ viewpoints;
- d. Maximizing farebox revenue by attracting and maintaining ridership;
- e. Promoting and maintaining an orderly administration and operation of the District’s transportation system;
- f. Protecting minors who travel on the District’s transportation system;
- g. Supporting access to advertising for local businesses.

TBA.05 ADVERTISING CONTENT STANDARDS

SAMTD will permit advertising that is Commercial Advertising or a Public Service Announcement, so long as it does not contain any prohibited content. For the purposes of this policy, “Commercial Advertising” is an advertisement of which the sole purpose is to solicit a consumer to procure goods or services from the advertiser. Commercial Advertising does not include advertising that also conveys a religious or political message or advocates an opinion on public issues. For the purposes of this policy, a “Public Service Announcement” is defined in Section VI, below.

SAMTD will limit advertising messages to those that do not include any content that is prohibited. Advertising is prohibited if it includes content that:

- a. Is false, misleading or deceptive;
- b. Promotes unlawful or illegal goods, services or activities;
- c. Implies or declares an endorsement by the District of any goods, services or activities;
- d. Contains any nudity, obscenity, sexual conduct, sexual excitement, or sadomasochistic abuse as those terms are defined in ORS 167.060, and as such law may be amended, modified or supplemented;
- e. Contains an image or description which, if furnished or sent to a minor would give rise to a violation of ORS 167.065 or 167.080, and as such law may be amended, modified or supplemented;

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- f. Contains an image or description which would give rise to a violation of ORS 167.090, as such law may be amended, modified or supplemented;
- g. Promotes the sale or use of tobacco or nicotine products, including cigarettes, cigars and smokeless tobacco;
- h. Promotes the sale or use of electronic cigarettes;
- i. Promotes the sale or use of cannabis or cannabis-related products;
- j. Promotes the sale of wine, liquor, beer, or distilled spirits;
- k. Promotes gambling activity or any establishment whose primary business or primary income is derived from the conduct of gambling with the exception of the Oregon Lottery whose funds are transferred to the state of Oregon to help fund critical programs that support education, economic development and natural resources;
- l. Is demeaning or disparaging to an individual or a group, or is defamatory;
- m. Supports or opposes a candidate, an issue, or cause;
- n. Supports or opposes a religion, denomination, creed, tenet, or belief;
- o. Displays any word, phrase, symbol, or character likely to interfere with, mislead, or distract traffic, or conflict with any traffic control device; or
- p. Is signage or a display that would interfere in any way with a passenger’s ability to access devices or equipment used by the passenger, such as stop request signal controls, or equipment designed to assist individuals with disabilities;
- q. Incorporates any rotating, revolving, or flashing devices, or any other moving parts (for on-bus advertising only).

TBA.06 PUBLIC SERVICE ANNOUNCEMENTS

Public Service Announcement advertising is permitted if it is not prohibited under Section V (a) through (q) and it satisfies the following criteria:

- a. The sponsor of a Public Service Announcement must be a government entity or a nonprofit corporation that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code; and
- b. The Public Service Announcement must be directed to the general public or a significant segment of the public and relate to:
 - Prevention or treatment of illnesses;

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- Promotion of safety or personal well-being;
- Education or training;
- Provision of children and family services;
- Solicitation by broad-based contribution campaigns that provide funds to multiple charitable organizations; or
- Provision of services and programs that provide support to low income citizens, senior citizens, and people with disabilities.

TBA.07 PLACEMENT OF ADVERTISING

All advertising must comply with SAMTD safety guidelines for operations with regard to visibility.

TBA.08 ADDITIONAL REQUIREMENTS

Any advertising in which the identity of the sponsor is not readily identifiable must include the following phrase to identify the sponsor in clearly visible letters (no smaller than 72 point type for exteriors and 24 point for interiors):

“Advertisement paid for by (name of sponsor)”

TBA.09 TRANSIT SYSTEM INFORMATION AND PROMOTION

SAMTD reserves the right to display advertising and information that pertain to SAMTD operations, programs and promotions, consistent with the standards herein.

TBA.10 IN-KIND TRADE AND PARTNERSHIP ADVERTISING

In-kind trade and partnership advertising resulting in an equal exchange of value from a third party may be executed at the discretion of the General Manager or his/her designee to authorize use of the District logo for in-kind and partnership advertising purposes.

TBA.11 APPROVAL

SAMTD or its independent contractor shall reject advertising that does not comply with the standards set forth in subparagraph (V).

SAMTD or its independent contractor will work with advertisers to resolve issues regarding advertisements that do not comply with these policies and procedures. Resolution may include modification of the art, copy, or both, solely at the advertiser’s expense.

Policy:	ADVERTISING ON DISTRICT PROPERTY	Number: TBA
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TBA.12 APPEALS

An advertiser may appeal a decision to reject or remove a paid advertisement by filing a written request to SAMTD’s General Manager within ten (10) business days after the rejection or removal decision. The advertiser’s request must state why the advertiser disagrees with the decision in light of SAMTD’s advertising policies and standards. Decisions regarding free advertising requests are final and may not be appealed.

The General Manager may consult with District legal counsel.

The General Manager will review the basis for the rejected or removed advertisement and will consider the advertiser’s reasons for filing the request.

The General Manager will make a decision on the request and will notify the advertiser of its decision in writing within ten (10) business days after receiving the advertiser’s appeal request.

TBA.13 SAMTD RIGHTS AND RESPONSIBILITIES

SAMTD reserves the right to modify these policies as it deems necessary to comply with legal mandates, or to facilitate its primary transportation function, or to fulfill the purpose of the advertising program, or to achieve the objectives of the advertising program.

The SAMTD General Manager and the SAMTD Communication Director are responsible for the implementation of the SAMTD Advertising Policy.

Adopted by:

Date:

President, SAMTD Board of Directors / General Manager

Date

SKT Strategic Plan Update

Board Subcommittee: President Krebs and Directors Lincoln, and Hammill

Goal: Present a new strategic plan for Board adoption at the January 2017 meeting

Purpose: To provide a strategic document that sets the course for then 5, 10, and 20 years

Actions:

- The committee held a kickoff meeting on Friday, August 26th
- The original intent was to primarily update the existing document
 - Update the background
 - Review and update definitions of values
 - Define the future – bulk of the work
 - Establish goals, objectives, and action items that support the existing six strategic pillars

After I presented the plan with a tentative timeline the discussion took a pretty substantial turn.

It appears that the subcommittee felt the existing strategic plan, to include the current mission, vision, values, and strategic pillars, should be thrown out and the process started over from the beginning.

If that is to happen a completely different approach is needed.

It was my intent to lead the process through a refresh. If we are to start over we will need to hire a facilitator skilled at moving a group through the process. It will also take much longer.

I would like some feedback on what we should do.

Action: Schedule for a work session

**Cherriots
 2016-17 Strategic Plan Update**

Goal:

- Present a new strategic plan for Board adoption at the January 2017 meeting

Purpose:

- To provide a strategic document that sets the course for the next 5, 10, and 20 years

Process Steps:

Activity	Responsible Party	Task
Update background	Pollock	The intro of the plan lays a foundation of current situation and services we provide. Update narrative for today.
Review and update definitions of values	Board Sr. Management Team Employees	Create a common definition of the five district values so that when a value is discussed we have a common meaning.
Define the future	Board Sr. Management Team Community Stakeholders	What should Cherriots look like in 2022, 2027, and 2037? This is meant to be aspirational and support the vision statement. It depicts the ideal state.
Define strategic pillars	Board Sr. Management Team Employees	Create a common definition of the six strategic pillars so that when a value is discussed we have a common meaning.
Define strategic pillars objectives	Board Sr. Management Team	The outcomes we want to achieve
Define strategic pillars action items	Sr. Management Team	How we achieve the outcomes

Strategic objectives will be for the period 7/1/17 – 6/30/19

Strategic Pillar

Objective

Action Items

Timeline:

• Update background	October – November
• Review and update definitions of values	October
• Define the future	September – October
• Define strategic pillars	October
• Define strategic pillar objectives	November
• Define strategic pillar action items	December

- Present draft strategic plan to the Board at the December work session
- Present final version to the Board for adoption at the January 2017 meeting

UPDATED: November 10, 2016



TO: BOARD OF DIRECTORS
FROM: ALLAN POLLOCK, GENERAL MANAGER
SUBJECT: CALENDAR OF SCHEDULED MEETINGS

Meetings are held in the Senator Hearing Room at Courthouse Square, 555 Court St NE, unless otherwise noted

• **NOVEMBER 2016**

24 Thu **CLOSED** **HOLIDAY - Thanksgiving Day**
SKT Administration Office / Customer Service **Closed; NO** Bus Service

• **DECEMBER 2016**

8 Thu 6:30 PM SAMTD Board of Directors Meeting

10 Sat 7:00 PM Keizer Festival Parade

25 Sun **CHRISTMAS DAY**



26 Mon **CLOSED** **DISTRICT HOLIDAY -**
SKT Administration Office / Customer Service **Closed; NO** Bus Service

• **JANUARY 2017**

1 Sun **New Year's Day**




2 Mon **CLOSED** **DISTRICT HOLIDAY -**
SKT Administration Office / Customer Service **Closed; NO** Bus Service

3 Tue 3:00-4:30p STF Advisory Committee

9 Mon 5:30 PM SAMTD Board Work Session

26 Thu 6:30 PM SAMTD Board of Directors Meeting

• **FEBRUARY 2017**

1 **79th Legislative Assembly convenes.** 
Legislative Session is the period of time in which the Legislative Assembly is convened for purpose of lawmaking. Regular sessions convene each February and may last 160 days in odd-numbered years and 35 days in even-numbered years.

4 ORS 255.075 **County Elections to Publish Notice of May 16, 2016 Local Election**
• Affects SAMTD Board of Director Positions in Subdistricts 2-4-6

7 Tue 3:00-4:30p STF Advisory Committee

6 Mon 5:30 PM SAMTD Board Work Session

11-14 **APTA CEO Conference** – San Diego, CA

20 Mon **CLOSED** **HOLIDAY - PRESIDENT'S DAY** 
SKT Administration Office / Customer Service Closed; NO Bus Service

23 Thu 6:30 PM SAMTD Board of Directors Meeting

• **MARCH 2017**

7 Tue 3:00-4:30p STF Advisory Committee



Upcoming Board Meeting and Work Session Agenda Items

November 14, 2016

<u>Month</u>	<u>Work Session</u>	<u>Board Meeting</u>
January 2017	<ul style="list-style-type: none"> Review Draft 2017 Legislative Priorities Review of Connector Pilot Project Analysis 	<ul style="list-style-type: none"> Adoption of 2017 Legislative Priorities Approval of CARTS Service Redesign Plan
February 2017	•	• Finance, Rideshare, Performance Report – 2nd Qtr
March 2017	•	•
April 2017	•	
May 2017	<ul style="list-style-type: none"> Review Draft FY18 Board Meeting Schedule 	<ul style="list-style-type: none"> Finance, Rideshare, Performance Report – 3rd Qtr Approval of Local Election Results
June 2017	•	<ul style="list-style-type: none"> Budget Hearing/Res#2017-XX Adopt FY18 Budget <u>Consent:</u> <ul style="list-style-type: none"> Adopt FY2018 BOD Meeting Schedule Approval of FY2018 United Way Donation
July 2017	•	<ul style="list-style-type: none"> Oath of Office for Newly Elected Board (2017) Election of Officers/Oath of Office (2017) Accept Annual Preliminary Year-end Financial Rpt
August 2017	<ul style="list-style-type: none"> Board Committee Assignments (2017) Placeholder: Ethics Training 	<ul style="list-style-type: none"> Accept Annual Security Report Rideshare, Performance Report - 4th Qtr Appoint Board Committee Assignments (2017)
September 2017		<ul style="list-style-type: none"> Fiscal Year End Performance Report Approval of Annual SDIS Board Check List Executive Session (GM CPE) – (2017)
October 2017	<ul style="list-style-type: none"> Proposed FY2018 Budget Calendar 	<ul style="list-style-type: none"> Approval of FY2018 Budget Calendar
November 2017	<ul style="list-style-type: none"> Strategic Plan Discussion Appointments to STFAC & Budget Committee 	NO REGULAR BOARD MEETING Thanksgiving Holiday
December 2016	NO Work Session Board Meeting Scheduled Thursday, Dec 8	<ul style="list-style-type: none"> STF Advisory Committee Appointments Finance, Rideshare, Performance Reports – 1st Qtr

To Be Determined:

- Street Services RFP (Jan/Feb/Mar)
- Fare Analysis
- Contract for Project Manager
- Stops & Shelters Construction/Design Contract
- Title VI Update

Salem Area Mass Transit District

BOARD OF DIRECTORS MEETING

Thursday, December 8, 2016

6:30 PM

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

AGENDA

REGULAR BOARD MEETING

A. CALL TO ORDER & NOTE OF ATTENDANCE

B. PLEDGE OF ALLEGIANCE – Director Kathy Lincoln

C. ANNOUNCEMENTS & CHANGES TO AGENDA

D. PRESENTATION - None

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

F. CONSENT CALENDAR

1. Approval of Minutes [Action]

a. Board Meeting of October 27, 2016

b. Special Meeting of October 10, 2016

2. Routine Business Items [Action]

a. Approval of Citizen Member Appointments to the Budget Committee for a Three-Year Term Ending June 30, 2019

b. Approval of Third Extension of CFM Strategic Communications Agreement

c. Approval of Contract **with** for Website Development

d. Resolution No. 2016-XX Amending Policy for the General Manager's Performance Evaluation

e. **Placeholder:** Advertising Policy

G. ITEMS DEFERRED FROM THE CONSENT CALENDAR

H. ACTION ITEMS

1. Approval of Appointments to the Special Transportation Fund Advisory Committee for a Term Ending December 31, **2018**

2. Approval of IGA for the Keizer Transit Center Signalization Project

3. Approval of Kittleson Sole Source Contract

I. INFORMATION ITEMS

1. Cherriots Service Change Update

J. REPORTS

1 FY2017 Performance Report – First Quarter

2. FY2017 Cherriots Trip Choice Report – First Quarter
3. FY2017 Finance Report – First Quarter
4. Board Subcommittee Reports and Minutes *[Receive and File]*
 - a. Work Session of October 10, 2016
 - b. STF Advisory Committee Meeting of November 1, 2016

K. BOARD & MANAGEMENT ISSUES

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

L. ADJOURNMENT

Next Regular Board Meeting Date: Thursday, January 26, 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 the Cherriots Administration Office (see address below). The Board of Directors email address is: Board@cherriots.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@cherriots.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 copies of the Board meeting agenda packet, go to www.cherriots.org/board. Regular Board meetings are televised on Channel 21; and can be viewed at any time on CCTVs website at <http://www.cctvsalem.org/>

SAMTD Board of Directors Email: Board@cherriots.org
General Manager's Office / Salem-Keizer Transit
555 Court Street NE, Suite 5230 / Salem, OR 97301
Phone (503) 588-2424 / <http://cherriots.org/board>