

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

~ **VIRTUAL WORK SESSION** ~

**Thursday, October 28, 2021, 2021**  
*Immediately following the Executive Session*

This Work Session will be held virtually via *ZoomGov* in accordance with federal and state directives for public transit agencies to keep people safe and healthy during the Covid-19 pandemic.

ZoomGov Virtual Meeting Platform:  
<https://cherriots-org.zoomgov.com/j/1605194427?pwd=enjXS3ZlV1BUM3QvWEU3bnplbHYzZz09>  
 Meeting ID: **160 519 4427** | Passcode: **512136**  
 Landline (*Long distance charges may apply*) . . . . . 1 669 254 5252 US (San Jose)  
 One tap mobile . . . . . +16692545252,,1605194427#,,,,\*512136#

**AGENDA**

- 1. CALL TO ORDER**
  - a. Safety Moment
  - b. Announcements
  
- 2. PRESENTATION** - None
  
- 3. DISCUSSION**
  - a. Long Range Transit Plan (LRTP) Public Involvement Discussion . . . . . **3**
  
- 4. GENERAL MANAGER COMMENTS**
  - a. Upcoming Board Agenda Items . . . . . **23**
  - b. Board Calendar Review . . . . . **25**
  
- 5. ADJOURN**

- **Virtual Meetings:** The Board's work sessions are public meetings in a place that is ADA accessible. However, this Work Session will be virtual in response to the Covid-19 pandemic and in following federal and state directives for public transit agencies.
  - **Closed Captioning (CC):** ZoomGov's live streaming platform includes Closed Captioning (CC) to allow for greater audience inclusion in the meeting. The not so good thing about CC is that it does not always translate well.
  - **Alternate Formats** are available to individuals with limited English proficiency. Requests can be made to the Clerk of the Board by phone at 503-588-2424 ext. 7535; or with the assistance of TTY: Oregon Relay Services at 1-800-735-2900 (or 711). Please allow for a 48 hour notice. Cherriots administration office hours are Monday-Friday from 8:00 AM to 5:00 PM.
  - **Electronic Copies** of the Board's work session agenda packet are distributed 6-7 days prior to the meeting, and can be found on the Cherriots website under Public Meetings and Notices: <https://www.cherriots.org/meetings/>.
  - **Email Distribution List:** If you wish to be added to the Board's meeting distribution list, please send your email address to the Clerk of the Board at [publictestimony@cherriots.org](mailto:publictestimony@cherriots.org).
- 
- **Reuniones virtuales:** las sesiones de trabajo de la Junta son reuniones públicas en un lugar accesible a la ADA. Esta sesión de trabajo será virtual solo a través de ZoomGov en respuesta a la pandemia de Covid-19 y siguiendo las directivas del gobernador Brown.
  - **Subtítulos ocultos (CC) de ZoomGov:** la plataforma de transmisión en vivo de ZoomGov tiene la capacidad de incluir subtítulos ocultos (CC). Lo bueno de esto es que puede ayudar con la participación de nuestra audiencia en la reunión. Lo que no es tan bueno es que CC no siempre se traduce bien.
  - **Los formatos alternativos** están disponibles para personas con dominio limitado del inglés. Las solicitudes se pueden hacer al Secretario de la Junta por teléfono al 503-588-2424 ext. 7535; o con la ayuda de TTY: Oregon Relay Services al 1-800-735-2900 (o 711). Permita un aviso de 48 horas. El horario de oficina de la administración de Cherriots es de lunes a viernes de 8:00 a. M. A 5:00 p. M.
  - **Se distribuyen copias electrónicas** del paquete de la agenda de la sesión de trabajo de la Junta de 6 a 7 días antes de la reunión, y se pueden encontrar en el sitio web de Cherriots en Reuniones públicas y avisos: <https://www.cherriots.org/meetings/>.
  - **Lista de distribución de correo electrónico:** si desea que se le agregue a la lista de distribución de reuniones de la Junta, envíe su dirección de correo electrónico al Secretario de la Junta a [publictestimony@cherriots.org](mailto:publictestimony@cherriots.org).



## WORK SESSION MEMO

Agenda Item WS.2.a

**To:** Board of Directors

**From:** Ted Stonecliffe, Transit Planner II, Programs  
David Trimble, Deputy General Manager

**Thru:** Allan Pollock, General Manager

**Date:** October 28, 2021

**Subject:** Long Range Transit Plan (LRTP) Public Involvement Discussion

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The 2043 LRTP will be a comprehensive long-range (20-year) planning document that provides a road map for transit and other mobility options in the District's service area (local and regional). The Board of Directors approved a contract with Jacobs Engineering Group, LLC at the July 22, 2021 Board Meeting, and Jacobs is now finishing up their second of seven tasks for the project; analyzing the existing conditions of the Cherrlots system.

Task 3 will be the project's first engagement with the public. We would like to get the Board's feedback on important stakeholder groups that the consultant team and Cherrlots staff will be sure to approach with specific engagement activities.

The project includes a plan to engage the public initially to inquire about the unmet needs perceived by our riders and the community. A second round of public involvement will occur in the latter half of the project to listen to public feedback on the future year scenarios developed by the consultant and District staff. All public comments will be considered before the board receives the draft LRTP for review.

Public involvement is an integral part of the LRTP project. We want to get the Board's feedback before the first round begins shortly after Thanksgiving, 2021. The draft Public Involvement and Communication Plan is provided as **Attachment A** for your review. Jacobs will be present at the work session to give an overview of the plan and then engage the board in a discussion on specific aspects of the plan.

# SALEM AREA MASS TRANSIT DISTRICT – LONG-RANGE TRANSIT PLAN

## Public Involvement and Communication Plan DRAFT

### Prepared for

Salem Area Mass Transit District, dba Cherriots  
555 Court St. NE, Suite 5230  
Salem, OR 97301

### Prepared by

JLA Public Involvement, Inc.  
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### Date

October 2021



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This Public Involvement and Communication Plan is a living document and will be updated as the project progresses and more information is available. It will be used to outline the public outreach approach and serve as a reference document for all project team members as they move through the project, for project benefits and messaging, as well as to document common stakeholder questions and concerns.

# Understanding the project

## Project team/key contacts

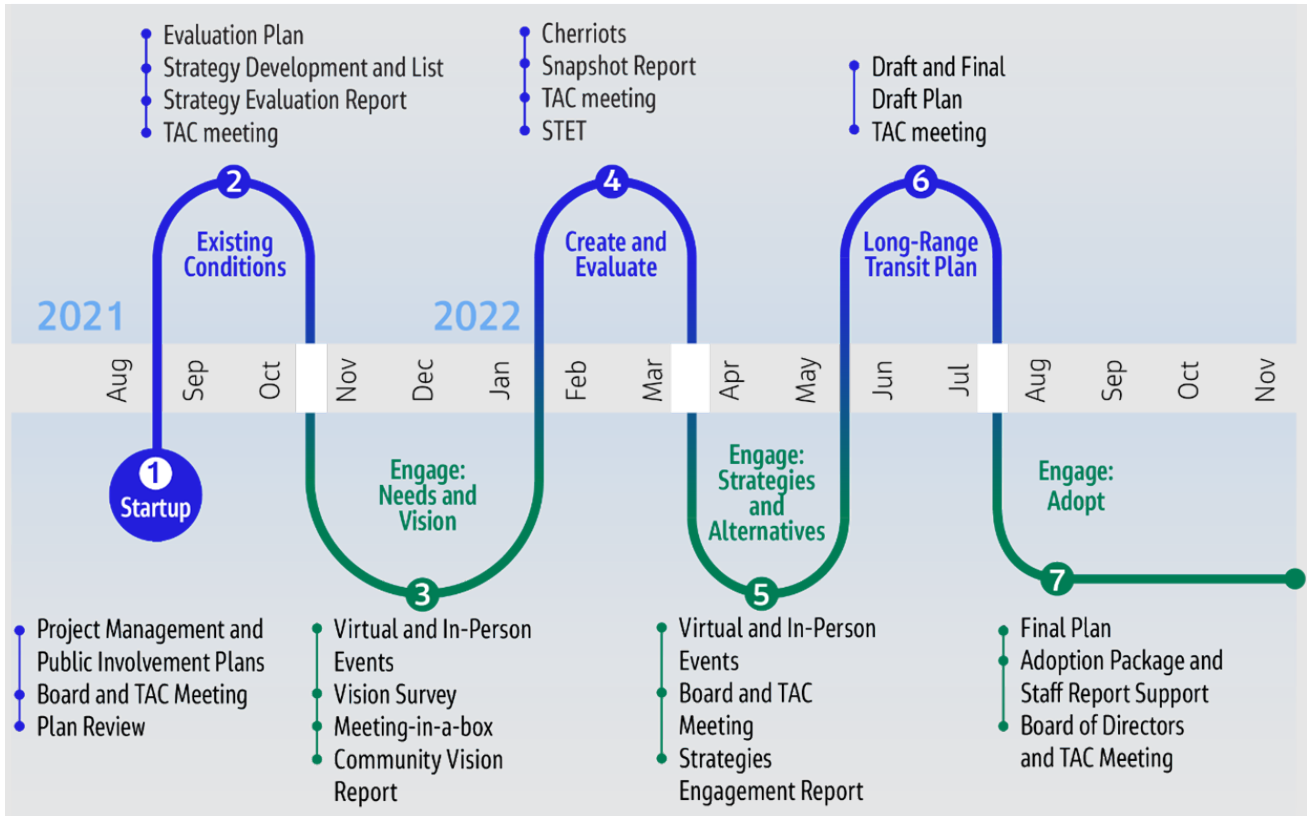
See the Project Management Plan for correct contacts.

## Communications protocols

<b>Main project spokespeople</b>	<p>Ted Stonecliffe, deputy project manager 503-361-7534   <a href="mailto:ted.stonecliffe@cherriots.org">ted.stonecliffe@cherriots.org</a></p> <p>Chris French, project manager 503-361-7540   <a href="mailto:chris.french@cherriots.org">chris.french@cherriots.org</a></p> <p>Return address for mailings: 555 Court St NE, Suite 5230, Salem, OR 97301</p>
<b>Social media</b>	<p>Stephen Custer, Digital marketing coordinator 503-361-7536   <a href="mailto:stephen.custer@cherriots.org">stephen.custer@cherriots.org</a></p>
<b>Media questions or requests</b>	<p>Patricia Feeny, Public Information Officer (PIO) 503-361-7515   <a href="mailto:patricia.feeny@cherriots.org">patricia.feeny@cherriots.org</a></p> <p>No other staff should speak directly with the media, unless approval was provided ahead of time. PIO to consult with the project manager and/or deputy project manager to develop media replies.</p>
<b>Public comments/questions</b>	<p>Public comments will be collected via a website comment form, email, and social media and stored in a Google Sheet for all staff to view.</p>
<b>Visual identity</b>	<p>Logo: "Cherriots" only Use Cherriots Style Guide 2021</p>
<b>Quality assurance process</b>	<p>The consultant team will electronically send Cherriots public involvement content in a Word document for review and the Cherriots group will complete their edits internally, using track changes, and then send a consolidated marked-up version back to the consultant team to complete revisions.</p>

## Schedule

The graphic below depicts the overall project schedule. The primary public involvement touchpoints are in **Task 3** from early November through December 2021 and **Task 5** from late March through early May 2022.



## Project description

A strong public transit system is the backbone of environmentally friendly and economically thriving communities. The Cherriots vision, mission, and values represent the guiding principles for long-range transit planning. The objective of the project is to create a 20-year Long-Range Transit Plan (LRTP) for the Cherriots network. The guiding principles of the project are:

**VISION:** Making a positive difference by enhancing community livability through innovative, sustainable regional transportation options.

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

**VALUES:** Safety, service excellence, communication, innovation, and accountability.

**BRAND PROMISE:** Cherriots delivers a world class customer experience.

The LRTP will develop a path to implement Cherriots vision, mission, and values and be consistent and compatible with local, regional, and state transportation plans. It will be adaptable to transit network changes and new technologies, give a long-range market analysis, and guide future vehicle procurements.

## Key messages

- This LRTP will make a positive difference by enhancing community livability through innovative, sustainable mobility options.
- Cherriots is committed to connecting people with places through safe, friendly, and reliable public transportation services. The LRTP will help Cherriots plan for where its' riders want to go in a 5-, 10-, and 20-year timeframe.
- Safety, service excellence, communication, innovation, and accountability are Cherriots key values. The LRTP will help Cherriots staff understand what the community and riders value in the Cherriots transit system!

The public will be informed about the project benefits by illustrating the vision for the Salem-Keizer area as well as the rural areas of Marion and Polk counties. The plan will:

- Be community supported plan that Cherriots can work from and toward.
- Be based on community needs, ideas, and continuous feedback.
- Guided by sustainable and innovative funding sources to support service improvements and expansion (new routes, additional service hours, fleet additions, etc.).
- Allow Cherriots to report on progress and work toward addressing community concerns expressed.



- Result in better bus service in the Cherriots service area, making it easier and more convenient to ride the bus.
- Describe Cherriots decision-making process about service options, vehicles, fuel, etc.
- Connect the work in this plan to the work being done in Climate Action Plans and showing the environmental benefits we can achieve.
- Identify the mobility people need and presenting information that is clear and relevant to people in the region.

# Understanding the people and issues

## Public involvement goals

- Through broad community outreach, as well as targeted outreach to current transit riders, the project team will come to understand the public’s regional priorities as well as the tradeoffs they are willing to make in order to achieve an implementable plan. The *Community Vision Report* will capture this.
- The public will be able to influence the project at two steps along the way:
  - (1) During **Task 3** when they share their priorities and values for the future of the transit system as well as submitting lists of unmet needs that transit and/or transportation options can provide in the future; and
  - (2) During **Task 5** when they view the different strategies and alternatives and provide feedback on what works and what might still be missing.
- The goal of the project team is for engagement opportunities to be convenient for community members; to reach people where they are. Project information will be clear, written in plain language, and translated into Spanish. The project team will be flexible and open to new engagement approaches or opportunities throughout the engagement process.
- The project team will reach out to urban areas and rural communities and emphasize diverse and equitable engagement.

## COVID-19 pandemic and engagement

The pandemic continues to affect how agencies conduct public outreach. Public health needs will be carefully consider and all in-person outreach will comply with local and state regulations.

## Decision-making and involvement

<b>Cherriots Board of Directors</b>	The Cherriots Board of Directors are the ultimate decision makers and will vote to adopt the LRTP. The Cherriots project managers will coordinate communication with the board.
<b>Level of public involvement</b>	This is primarily a consult/involve level project. The type of engagement activity and the kind of feedback the team seeks will determine the level used. The different levels are: <ul style="list-style-type: none"> <li>• <i>Inform</i> = provide balanced and objective information</li> <li>• <i>Consult</i> = obtain public feedback on drafts, proposals, and/or decisions</li> <li>• <i>Involve</i> = public concerns and aspirations influence the decision</li> <li>• <i>Collaborate</i> = public is a partner in identifying problems, solutions, and decisions</li> <li>• <i>Empower</i> = final decision is made by the public (vote); rarely used</li> </ul>

<b>Advisory committees</b>	A Technical Advisory Committee (TAC) and a Citizen Advisory Committee (CAC) will be consulted throughout the process. The TAC will be convened specifically for this project and respond to technical deliverables and methodologies. The CAC is an existing advisory group to the board and meets regularly to inform key issues, policies, and plans.
<b>Who could be positively impacted by the project?</b>	An LRTP will be a guidebook for Cherriots to add future service enhancements that will benefit the lives of people in Marion and Polk counties who do not currently ride transit but would like to, as well as expand the opportunities for people who currently ride transit.
<b>What is the level of public interest in the project?</b>	The level of public interest in the project is low to medium, especially when they are dealing with other high stakes issues in their lives such as the COVID-19 pandemic and social justice issues. These are competing factors that may distract from the project's messaging. Interest is likely to increase if taxes enter the discussion.
<b>What is the history of this project in the community?</b>	Cherriots has never had an LRTP; however, the District has done short-range network redesign, project-specific planning (transit centers, regional routes), and compliance documents (public engagement, human services, etc.). The Oregon Legislature passed a bill in 2020 that removed a restriction on Cherriots ability to enact regional taxes, as LTD and TriMet do under Oregon's Mass Transit District laws. Cherriots will not be able to levy these taxes until 1/1/2026.
<b>What are the main community concerns about the project?</b>	In 2015, Cherriots proposed a local funding ballot measure to support transit service; it did not pass. Feedback indicated lack of support for public transportation and mobility services in general as a vital public service supported by the regional population.  Transit and active transportation activists may not feel the plan goes far enough to guide or implement major changes in the regional transportation system that will reduce vehicle emissions and improve safety for non-motorized travel.  The public might not see the value of Cherriots spending funds on this type of LRTP so the team should expound on the benefits.

## Audiences

Cherriots and the consultant team will reach the following audiences, with a particular focus on underserved minority groups and rural residents (shown in **bold**).

- Civic groups
- Education
- Faith community
- Government
- Local businesses
- Neighborhood associations
- News media and bloggers
- Social services and nonprofits
- Transit agencies
- Large employers

- **The Confederated Tribes of Grand Ronde**
- **The Confederated Tribes of Siletz Indians**
- **Latinos, the Russian community, and other minority groups**
- **Service providers and groups for/by Black, Indigenous, and People of Color communities**
- **Riders**
- **Seniors**
- **Veterans**
- **People with disabilities (blind, deaf, and cognitive disabilities)**
- **Youth**
- **Rural residents**
- **Established community partner stakeholders from previous outreach**

## Demographic data: Title VI populations

Cherriots Title VI Program update from 2020 shows U.S. Census American Community Survey 5-Year Estimate data from 2014-18 for Marion and Polk counties and the Salem Census County Division (SAMTD Title VI Program 2020 update p. 6).

**Table: Language spoken at home by ability to speak English for the population 5 years old and over for Marion and Polk counties (Cherriots 2020 Coordinated Plan)**

	<b>Population Estimate</b>	<b>Population Percent</b>
Speaks English “very well”	353,125	90.6%
Speaks English less than “very well”	36,486	9.4%
Spanish speakers	30,311	7.8%
Russian, Polish, and Other Slavic language speakers	1,577	0.4%
Other language speakers	3,605	0.9%
<b>Total for Marion and Polk counties</b>	<b>389,611</b>	<b>100%</b>

*Source:* ACS 2014-18, Table C16001.

From the Cherriots 2020 Coordinated Plan:

*Data provided by the 2014-18 American Community Survey 5-Year Estimate above show that more than 1,000 individuals who speak English less than “very well” reside in Marion and Polk counties. The majority of these Limited English Proficient (LEP) persons speak Spanish, and the second highest LEP are in the “Russian, Polish, and Other Slavic language speakers” group, which primarily are Russian speakers.*

*The LEP safe harbor provision states that if 5 percent or 1,000 individuals are LEP and live in the transit service area, SAMTD must address these populations with additional language assistance including the publication of the Title VI Notice to the Public in those languages.*

Based on this data, the project team will translate public engagement content (surveys, flyers, and postcards) into **Spanish**. Although there is not a great enough demand for the consultant team to translate materials into Russian, steps will be taken to inform the Russian community about the project in English and invite them to participate. Should translation into Russian or other languages be available outside the project team, those resources will be integrated and coordinated by the project team.

## Outreach activities

The following table breaks down the details of the various outreach activities by involvement type.

### Strategies for involvement

SPECIFIC OUTREACH APPROACHES	TIMING	TEAM MEMBER	NOTES
<b>GENERAL COMMUNICATION NEEDS</b>			
Project email list with comment log	September 2021 - ongoing	Consultant team and Cherriots	Consultant team gives Cherriots a basic Google spreadsheet to maintain. Community questions/ comments and staff responses will be recorded here.
Translations/ Interpretations	For all written materials both in print and online, (i.e. online open house, postcard, flyer, Spanish language stakeholder interview)	Consultant team	Consultant team will coordinate translations of content for the postcard, flyer, online open house, vision survey, and stakeholder interviews in Spanish and ASL, as needed. Per the contract with Jacobs, "with public agencies, constituents, or elected officials in a variety of settings; interpretation should be provided, if requested, including, but not limited to Spanish and American Sign Language. These include: a Spanish online open house and solutions include tabling at major bus stops, mailing surveys to accompany virtual open houses, creating and distributing sidewalk decal stickers or yard signs directing people to the project website, and spreading the word via existing communication channels and leaders (e.g., social media, newsletters,

			email, and utility bills). Engaging marginalized communities, especially the Latino, Pacific Islander, and Russian communities within the Cherriots service area, where appropriate. Obstacles will be addressed by translating graphical documents to help everyone to understand and share information, arranging for interpretation at live and virtual events, collaborating with organizations and leaders serving these communities to understand the best way to communicate the importance of their feedback about solutions for service for them; and providing participation incentives (such as childcare, food and thank you gift cards.)
<b>ADVISORY GROUPS</b>			
Technical Advisory Committee (TAC) (up to 7 meeting presentations)	November 2021 January 2022 March 2022 May 2022 July 2022, September 2022	Consultant team Cherriots	The team will present milestones to the TAC and gather feedback throughout the planning process.
Citizen Advisory Committee (CAC) (new meeting schedule TBD in December 2021)	Third Tuesday every other month	Cherriots and consultant team	Cherriots will meet with the CAC to share milestones and gather feedback. The consultant team will be asked to attend meetings when necessary.
<b>GOING DIRECTLY TO THE PEOPLE</b>			
Stakeholder interviews or focus groups (Up to 5)  (Assumed to be virtual, though turnout is better in person, especially for Spanish-language)	Nov 1 - Dec 20, 2021,	Cherriots and consultant team	Cherriots and the consultant team will develop a list of community members to interview, especially those representing rural, low-income, and racial/ethnic populations, in Marion and Polk counties.  Cherriots and consultant team will write the interview questions. Cherriots may supplement with additional interviews, as needed.  Consultant team will facilitate the interviews and take summary notes.
Pop-up tabling events (up to 6 locations at other project / community events)	<u>Task 3</u> (3 Locations) Nov 1 - Dec 20, 2021	Consultant Team Cherriots	Consultant team will coordinate event locations and prepare materials in advance, Cherriots will staff the events. Possible locations: -Salem Downtown Transit Center

	<p><u>Task 5</u> (3 Locations) May 13 - June 17, 2022</p>		<ul style="list-style-type: none"> <li>-Booth at popular locations/parks (Riverfront and Bush Pasture Parks?)</li> <li>-Parent-teacher conference night at a low-income school (suggest McKay, McNary, North Salem, and South Salem High Schools)</li> <li>-Farmers Market</li> <li>-Western Oregon University (WOU)</li> <li>-Chemeketa Community College (CCC)</li> <li>-Silverton Hospital</li> <li>-Salem Hospital</li> <li>-Mega Foods (Woodburn)</li> <li>-Mi Casita Carnicería (Independence)</li> </ul> <p>-Large grocery store in lower income area: Walmart, 3025 Lancaster Dr NE, Salem, OR 97305</p>
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**INFORMING AND INVITING THE PUBLIC TO PARTICIPATE**

Webpage	<p>Create in October 2021</p> <p>Web updates in early November 2021, late March 2022, and July 2022</p>	<p>Consultant team Cherriots</p>	<p>Cherriots will create a project webpage, hosted on the existing website. It will have an email address for people to send comments and be used to share information and encourage people to attend events and give feedback. Consultant team will write content. Cherriots will post, collect comments and add them to the contact log.</p>
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Press releases	<p>On Nov 18, and on Dec 10, 2021 to promote the online open house</p>	<p>Cherriots</p>	<p>Cherriots will write a press release and submit to media outlets:</p> <ul style="list-style-type: none"> <li>-Chemeketa Courier</li> <li>-Hilltop News</li> <li>-Keizertimes</li> <li>-Salem News</li> <li>-Salem Reporter</li> <li>-Salem Weekly News</li> <li>-Statesman Journal Events</li> <li>-Polk County Itemizer-Observer (newspaper)</li> <li>-Monmouth City e-Newsletter</li> <li>-“In Touch” City of Independence newsletter</li> <li>-Dallas Digest newsletter</li> <li>-The Canyon Weekly</li> <li>-Our Town newsletter and OurTownLive.com</li> <li>-Woodburn Independent (newspaper)</li> <li>-Albany Democrat-Herald (newspaper)</li> </ul>
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			<ul style="list-style-type: none"> <li>-Smok signalz (independent tribal media in Grand Ronde)</li> <li>-Russian Radio (KXET, Mt. Angel)</li> <li>-Local Spanish radio station (KWIP La Campeona, Dallas)</li> <li>-KMUZ Community radio, Turner</li> </ul>
Social media posts (Facebook, Twitter, Instagram, and LinkedIn)	early November 2021, late March 2022, and July 2022	Consultant team Cherriots	Consultant team will write content to promote virtual and in-person events. Cherriots will post.
Email blasts to subscribers and project email list	Approximately early November 2021, late March 2022, and July 2022	Consultant team Cherriots	Consultant team will write content. Cherriots will distribute.
Postcard	To be mailed November 11, 2021, two weeks prior to the online open house going live	Consultant team Cherriots	<p>Consultant team will create a highly-visual postcard to promote the online open house (and maybe include pop-up tabling events).</p> <p>Cherriots will print and mail postcards to targeted recipients, such as public housing areas and Latinx neighborhoods. These will include incentives for participation, such as gift cards for the first 30 people who enter a promotion code on their online open house submission.</p>
Flyer	To be mailed two weeks prior to the online open house going live	Consultant team Cherriots	<p>Consultant team will create a highly-visual flyer to promote the online open house. It will include a detachable vision survey portion to mail in.</p> <p>Cherriots will hang/distribute flyers in strategic locations, such as in buses, bus stops, Russian fabric stores or markets, Mexican mercados, area libraries, community centers, Russian or Latinx churches, farm stores, farms that employ migrant workers, and food pantries.</p>
Online open house	Nov 18 - Dec 15, 2021	Consultant team	<p>Consultant team will write content and create the online platform, to be linked on the Cherriots website.</p> <p>Purpose: to share information and gather feedback that will answer project questions and help guide the long-range planning.</p>



Vision survey	Available by November 18, 2021	Consultant team Cherriots	Consultant team will draft, Cherriots will distribute – in conjunction with the online open house. This is a physical survey (nearly identical to the online one) which can be mailed or distributed at key locations.
Virtual workshop (a.k.a. fish-bowl) event	December 7, 2021	Consultant team, Cherriots	JLA will write an event plan and facilitate, Jacobs and Cherriots will present. Where project team members can explain the project to agency advisory board members and lead breakout sessions with participants.
Hybrid workshop – allowing both in person and virtual participation	May 25, 2022	Consultant team, Cherriots	JLA will write an event plan, and facilitate, Jacobs and Cherriots will present.  Reconvene agency stakeholders from the first virtual workshop to share the strategies and solicit feedback on what works and what might still be missing.
<b>PRESENTATIONS TO ORGANIZATIONS</b>			
Meeting in a box engagement kit	Create by Nov 1, 2021 for Round 1 and May 1, 2022 for Round 2	Consultant team, Cherriots staff and board members to distribute	Consultant team will create a kit that Cherriots staff or board members can use for presentations at community meetings, including a PPT, flyer, surveys, and key talking points.
Presentations at community meetings  Assumed to be virtual and in person	During Task 3 Nov 1 - Dec 20, 2021  During Task 5 May and June, 2022	Consultant team up to 4 (two different touchpoints)  Cherriots (as many as staff workload allows).	The project team and Cherriots, and/or its designees, will use the meeting in a box kit to present, either virtually or in person, at community meetings. (See table below for details.)
<b>BONUS OUTREACH ACTIVITIES (DELIVERED OUTSIDE CONSULTANT TEAM)</b>			
Yard signs	Post by November 18, 2021	Cherriots	Cherriots will post at well-traveled intersections in rural areas in a unique way for rural residents to see. This strategy engages rural communities, that might not otherwise learn of the project; to promote participation in the online open house. Consider different promo code for these signs (if there is room).

Ads and flyers on buses	Nov – Dec 2021, while the online open house is live	Cherriots	Internal and external ads on buses, flyers available with detachable vision survey mail-in option (postage paid) or return in the bus.
Outreach via community liaisons or community-based organizations (cultural, non-English language groups)	November 2021	Cherriots	Cherriots work with board and TAC members as community liaison to community-based organizations who are trusted partners to reach otherwise hard-to-reach minority groups.
Public libraries as partners	November 2021	Cherriots	Libraries can put surveys in their “hold” bags for patrons. Libraries stand to benefit from this project, as a strong LRTP serves their patrons.
Facilitation of CAC meetings	TBD	TBD	Consultant team could facilitate future CAC meetings for discussion or workshops (not currently scoped)
Media/news: interviews, transit stories	TBD	Cherriots	Extend community discussion about transit and LRTP through media stories or interviews (print, radio, etc.)

## Organizations for presentations and coordination

The consultant team and Cherriots will work together to contact every organization listed in the table below through email, phone calls, community presentations, stakeholder interviews, and/or virtual workshops. The team will inform organizations about the project, invite them to participate in the online open house, and request they share their contact lists.

The consultant team is scoped for up to four community presentations and five stakeholder interviews. Cherriots will lead the remaining outreach events depending on the organization's interest and staff availability. Possible additions:

Organization	Consultant Team	Cherriots	Notes
Salem-Keizer NAACP	x		
Mano a Mano	x		
Northwest Senior and Disability Services		x	
Latino Business Alliance		x	
Salem Area Chamber of Commerce		x	
Strategic Economic Development Corporation (SEDCOR)		x	
South Salem Senior Center	x		
Mid-Willamette Valley Council of Governments (MWVCOG) or Salem Keizer Area Transportation Study (SKATS) Advisory Committees		x	
City of Salem City Council or advisory committees		x	Virtual workshop participant
City of Keizer City Council or advisory committees		x	Virtual workshop participant
City of Woodburn City Council or advisory committees		x	Virtual workshop participant
City of Monmouth City Council or advisory committees		x	Virtual workshop participant
City of Silverton City Council or advisory committees		x	Virtual workshop participant
Polk County Commissioners or advisory committee		x	Virtual workshop participant
Marion County Commissioners or advisory committee		x	Virtual workshop participant
Linn County Commissioners or advisory committee		x	Virtual workshop participant
Albany Area Metropolitan Planning Organization (AAMPO) Policy Committee		x	Virtual workshop participant
Cherriots STIF Advisory Committee		x	Virtual workshop participant
Employee Transportation Coordinators (ETC)		x	Virtual Workshop participant

Neighborhood Associations in Salem and Keizer		x	Meeting in a box
Chemeketa Community College (CCC)	x		Stakeholder interview
Linn Benton Community College (LBCC)		x	Stakeholder interview
Western Oregon University (WOU)		x	Email
Keizer United	x		Stakeholder interview
BlindSkills		x	Stakeholder interview
Salem Health	x		Stakeholder interview
Northwest Human Services (West Salem Clinic)		x	Stakeholder interview
Salem Clinic	x		Stakeholder interview
Kaiser Permanente	x		Stakeholder interview
Church as neighborhood center		x	Meeting in a box or email
Marion Polk Food Share		x	Meeting in a box
Keizer Community Food Bank		x	Meeting in a box
Pineros Y Campesinos Unidos del Noroeste (PCUN)	x		Email
Salem Leadership Foundation, includes community and partners of: -east Salem -North Neighborhoods -South Salem Connect -Edgewater Partnership (West Salem) -Keizer United		x	Meeting in a box
Salem for Refugees		x	Email
Salem Seniors Lifestyles Network		x	
<i>Are there rural community partnership orgs?</i>			
CCC campuses in Woodburn and Dallas		x	Email
Center 50+ Advisory Commission		x	Meeting in a Box
Office of Minority, Women and Emerging Small Business		x	Email
Greater Salem Filipino American Association	x		Email
India Salem Friendship Association (INDUS)	x		Email
Oregon Commission on Hispanic Affairs	x		Email
Oregon Black Pioneers	x		Email
To God be the Glory Ministries	x		Email
Salem Keizer Coalition for Equality	x		Email
Salem Multicultural Institute	x		Email
The Confederated Tribes of Grand Ronde (CTGR)		x	Email
Willamette University Office of Multicultural Affairs	x		Email
Oregon Health Authority (OHA) Office of Equity and Inclusion	x		Email

Oregon Department of Human Services Office of Equity and Multicultural Services	<b>x</b>		Email
Willamette Workforce Partnership	<b>x</b>		Email
Latinos Unidos Siempre (LUS)		<b>x</b>	Email
Canyon Crisis and Resource Center, 825 NW Santiam Blvd, Mill City, OR 97360		<b>x</b>	Email/phone: (503) 897-2327
Marion County Housing Authority	<b>x</b>		Email
Polk County Housing Authority	<b>x</b>		Email
Salem Housing Authority	<b>x</b>		Email
Veteran Services Marion County	<b>x</b>		Email
Polk County Public Libraries: - CTGR Library	<b>x</b>		Email
- Chemeketa Cooperative Regional Library Service (CCRLS)	<b>x</b>		Email
- Independence Library	<b>x</b>		Email
- Monmouth Public Library	<b>x</b>		Email
- Dallas Public Library	<b>x</b>		Email
Keizer Community Library	<b>x</b>		Email
Salem Public Library	<b>x</b>		Email
Salem Public Library West Salem Branch	<b>x</b>		Email
Jefferson Public Library, 150 N 2nd St, Suite B, Jefferson, OR 97352	<b>x</b>		Email/phone: (541) 327-3826
Silver Falls Library	<b>x</b>		Email
Wilsonville Public Library	<b>x</b>		Email
Woodburn Public Library	<b>x</b>		Email
Mt. Angel Public Library, 290 E Charles St, Mt Angel, OR 97362	<b>x</b>		Email/phone: (503) 845-6401
Stayton Public Library, 515 N First Ave, Stayton, OR 97383	<b>x</b>		Email/phone: (503) 769-3313
Lyons Library, 279 8th St, Lyons, OR 97358	<b>x</b>		Email/phone: (503) 859-2366
Mill City Library, 236 SW Broadway St, Mill City, OR 97360	<b>x</b>		Email/phone: (503) 897-6149



## Upcoming Work Session and Board Meeting Agenda Items

September 28, 2021

### To Be Scheduled

- B.I. Contract (TD)
- Approval of Contract for Purchase of Air Purification System (TD)
- Purchase of BEB Bus Charger (TD)
- Infineum Project Brief (TD)
- New STIFAC Bylaws (SD)
- Approval of a Contract for Contactless Fare Payment (SD)
- Topographic Surveyor Services for Multiple Projects – (SD)
- Architectural and Engineering Services for Multiple Projects – (SD)
- Redistricting (AP)
- Board Retreat (AP)
- Del Webb Tour (AP)

### November 18, 2021 (3<sup>rd</sup> Thursday)

**Packets due to GM office: November 4**

#### Board Meeting

- Presentation of APTA Grand Award – Communication (PF)
- South Salem Transit Center Update (SD)
- Amendment to Modify Contract for First Purchase of Battery Electric Buses (TD)
- Incident Management Software (TD) Nov/Dec
- Q1 Reports: Finance, Performance, Transportation Options

### December 16, 2021 (3<sup>rd</sup> Thursday)

**Packets due to GM office: December 3**

#### Board Meeting

- Consent: Advisory Committee Appointments
- Consent: Advisory Committee Chair/Vice-Chair Appointments
- Approval of Contract for Strategic Plan Consultant (AP)
- January Service Change Briefing (DT)

### January 27, 2022

**Packets due to GM office: January 13**

#### Work Session

- 

#### Board Meeting

- Adoption of 2022 Federal and State Legislative Agendas (AP)
- Approval of Contract for Contactless Fare Payment System

**February 24, 2022**

**Packets due to GM office: February 10**

**Work Session**

- 

**Board Meeting**

- Q2 Reports: Finance, Performance, Transportation Options

**March 24, 2022**

**Packets due to GM office: March 10**

**Work Session**

- 

**Board Meeting**

- Approval of FY 2022-24 General Manger Three-Year Strategic Work Plan (AP)

**April 28, 2022**

**Packets due to GM office: April 14**

**Work Session**

- 

**Board Meeting**

- May Service Change Briefing (DT)

**May 26, 2022**

**Packets due to GM office: May 12**

**Work Session**

- 

**Board Meeting**

- Consent: Adopt FY 2023 Board Meeting Schedule (AP)
- Approval of the FY 2023 General Manager Work Plan (AP)
- Q3 Reports: Finance, Performance, Transportation Options

**June 23, 2022**

**Packets due to GM office: June XX**

**Work Session**

- 

**Board Meeting**

- Budget Hearing (DL)
- Deliberation of Budget Hearing (DL)
- Res #2022-XX Adoption of FY 2023 Approved Budget (DL)
- Consent: Approval of FY 2023 United Way Donation (AP)

**July XX, 2022**

**Packets due to GM office: July X**

**Work Session**

**Board Meeting**

- Acceptance of the Preliminary FY 2022 Financial Report (DL)
- Election of Officers and Oath of Office (July odd # years) (AP)
- State Legislative Session Update (AP)



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

**\*\* The District follows the guidelines set by the State and Federal governments regarding the Covid-19 pandemic for public transportation. The District currently holds their Board and Advisory Committee meetings virtually using *Google Meet or Zoom*.\*\***

- [Cherriots.org/MEETINGS/](http://Cherriots.org/MEETINGS/) for more information about a particular meeting.
- **PUBLIC COMMENTS:** [publictestimony@cherriots.org](mailto:publictestimony@cherriots.org) on any Board or advisory committee business; or to be added to the email distribution list for meeting announcements.
- [Cherriots.org/GETTINGINVOLVED](http://Cherriots.org/GETTINGINVOLVED) for more information about the advisory committees to the Board, or to contact your Board representative. Thank you for your interest in Cherriots.

## OCTOBER 2021

28	Thu	5:15 PM	SAMTD Executive Sessions – Litigation ORS 192.660(2)(h); and Labor Negotiations (ORS 192.660(2)(d)
		6:30 PM	SAMTD Board Work Session ** Immediately following executive session ... SAMTD Board of Directors Meeting ** <ul style="list-style-type: none"> <li>• (Comcast Cable Channel 21 or Cherriots Facebook Live)</li> </ul>

## NOVEMBER 2021

<b>Nov 7 – 10</b>			APTA TRANSform Conference & EXPO ~ Orlando, Florida
11	Thu	<b>HOLIDAY</b>	<b>Veterans Day</b>   Customer Service <b>Open</b>   <b>Sunday Level Bus Service</b> Cherriots Administrative Offices <b>Closed</b>
18	Thu	6:30 PM	SAMTD Board of Directors Meeting ** <ul style="list-style-type: none"> <li>• (Comcast Cable Channel 21 or Cherriots Facebook Live)</li> </ul>
25	Thu	<b>HOLIDAY</b>	<b>Thanksgiving Day</b>   Cherriots Administrative Offices <b>Closed</b> Customer Service <b>Closed</b>   <b>No</b> bus service

## DECEMBER 2021

14	Tue	5:30 PM	Citizens Advisory Committee **
16	Thu	6:30 PM	SAMTD Board of Directors Meeting ** <ul style="list-style-type: none"> <li>• (Comcast Cable Channel 21 or Cherriots Facebook Live)</li> </ul>
24	Fri		<b>Cherriots Observed Holiday</b>   Cherriots Administration Offices: <b>Closed</b> Customer Service <b>Open</b>   <b>Regular</b> bus service
25	Sat	<b>HOLIDAY</b>	<b>Christmas Day</b>   Cherriots Administration Offices: <b>Closed</b> Customer Service <b>Closed</b>   <b>No</b> bus service
31	Fri		<b>Cherriots Observed Holiday</b>   Cherriots Administrative Offices <b>Closed</b>

## JANUARY 2022

<b>1</b>	<b>Sat</b>	<b>HOLIDAY</b>	<b>New Year's Day</b>   Cherriots Administrative Offices <b>Closed</b>
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			Customer Service <b>Closed</b>   <b>No</b> bus service
TBD			Board Legislative Committee
		<b>HOLIDAY</b>	<b>Martin Luther King Jr. Day</b>   Cherriots Administrative Offices <b>Closed</b> Customer Service <b>Open</b>   <b>Holiday</b> bus service
27	Thu	5:15 PM	SAMTD Board Work Session **
		6:30 PM	SAMTD Board of Directors Meeting ** (Comcast Cable Channel 21 or Cherriots Facebook Live)

## FEBRUARY 2022

			Go to Dept. of Revenue training website . . . . .	Basic Local Budget Law Training <a href="https://www.oregon.gov/dor/programs/property/pages/local-budget.aspx">https://www.oregon.gov/dor/programs/property/pages/local-budget.aspx</a>
21	Mon	<b>Holiday</b>	<b>President's Day</b>   Cherriots Administrative Offices <b>Closed</b> Customer Service <b>Open</b>   <b>Holiday</b> bus service	
24	Thu	5:15 PM	SAMTD Board Work Session **	
		6:30 PM	SAMTD Board of Directors Meeting ** • (Comcast Cable Channel 21 or Cherriots Facebook Live)	

## MARCH 2022

15	Tue	5:30 PM	Citizens Advisory Committee **
TBD			Transit Operators and Maintenance Employees Appreciation Day
24	Thu	5:15 PM	SAMTD Board Work Session **
		6:30 PM	SAMTD Board of Directors Meeting ** • (Comcast Cable Channel 21 or Cherriots Facebook Live and ZOOM)

## APRIL 2022

15	Fri	8am-5pm	Board to file SEI Report through Oregon Government Ethics Commission
28	Thu	5:15 PM	SAMTD Board Work Session **
		6:30 PM	SAMTD Board of Directors Meeting ** • (Comcast Cable Channel 21 or Cherriots Facebook Live and ZOOM)

## MAY 2022

TBD	Thu	6:00 PM	SAMTD Budget Committee Meeting 1
TBD	Thu	6:00 PM	SAMTD Budget Committee Meeting 2
TBD	Thu	6:00 PM	SAMTD Budget Committee Meeting 3
			• (for up-to-date information on Budget Committee Meetings, go to <a href="http://www.cherriots.org/meetings">http://www.cherriots.org/meetings</a> )
26	Thu	5:15 PM	SAMTD Board Work Session **
		6:30 PM	SAMTD Board of Directors Meeting ** • (Comcast Cable Channel 21 or Cherriots Facebook Live)
	<b>Mon</b>	<b>HOLIDAY</b>	<b>Memorial Day</b>   Cherriots Administrative Offices <b>Closed</b> Customer Service <b>Open</b>   <b>Holiday</b> bus service

## JUNE 2022

22	Tue	5:30 PM	Citizens Advisory Committee **
23	Thu	6:30 PM	Budget Hearing - SAMTD Board of Directors Meeting • (Comcast Cable Channel 21 or Cherriots Facebook Live)