

Salem Area Mass Transit District
Board of Directors

~ *Virtual* WORK SESSION ~
Thursday, February 24, 2022
5:15 – 6:30 PM

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

Safety Moment
Announcements

2. PRESENTATION - None

3. DISCUSSION

- a. Advertising Policy Review
- b. FTA Climate Action Plan

4. GENERAL MANAGER COMMENTS

- a. Upcoming Board Agenda Items
- b. Board Calendar Review

5. ADJOURN

Mission

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

Values

Safety – Service Excellence – Communication – Innovation – Accountability

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.

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.

<p>Policy: ADVERTISING ON DISTRICT PROPERTY</p>		<p>Number: 117</p>
<p>Resolution #00-10 adopted by the SAMTD Board of Directors on 09/21/00; rescinded by Resolution #06-09 adopted on 08/24/06; amended by Resolution #10-08 adopted on 12/09/10; rescinded/ replaced by Resolution #2016-08 adopted on 12/08/16</p>	<p>Effective Date: 12-08-2016</p>	<p>Page 1 of 5</p>

117.01 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).

117.02 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 and public service announcements only if it complies with this policy. In adopting this policy, SAMTD wants to ensure that all commercial advertising and public service announcements 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 and public service announcements on District property.

117.03 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

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benefiting the transit system or preserving and enhancing the security, safety, comfort and convenience of its operations.

117.04 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.

117.05 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 117.06, 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;

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- e. Contains an image or description which, if furnished or sent to a minor would give rise to a violation of ORS 167.070 or 167.080, and as such law may be amended, modified or supplemented;
- 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).

117.06 PUBLIC SERVICE ANNOUNCEMENTS

Public Service Announcement advertising is permitted if it is not prohibited under Section 117.05 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

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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;
- 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.

117.07 PLACEMENT OF ADVERTISING

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

117.08 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)”

117.09 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.

117.10 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.

117.11 APPROVAL

SAMTD or its independent contractor shall reject advertising that does not comply with the standards set forth in this policy.

SAMTD or its independent contractor will work with advertisers to resolve issues regarding advertisements that do not comply with these policies and

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procedures. Resolution may include modification of the art, copy, or both, solely at the advertiser's expense.

117.12 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.

117.13 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:



12-08-2016

President, SAMTD Board of Directors / General Manager

Date

Upcoming Work Session and Board Meeting Agenda Items

February 24, 2022

<p>To Be Scheduled</p> <ul style="list-style-type: none"> • Infineum Project (TD) • Contract for Contracted Services (TD) • Contract for Broker Services (DL) • Contract for Audit Services (DL) 	<ul style="list-style-type: none"> • Tyler/Munis Project Update (DL) • BSIP Group #6 (SD) • Board Retreat - Strategic Plan (AP) • Del Webb Tour (AP)
<p>February 24, 2022 Packets due to GM office: February 10</p> <p>Work Session</p> <ul style="list-style-type: none"> • TransPro Update (AP) • Advertising Policy Review (PF) <p>Board Meeting</p> <ul style="list-style-type: none"> • Transit Asset Management Plan (DT) • PTASP Annual Update (DT) • Purchase of BEB Bus Charger (TD) • Approval of Contract for Contactless Fare Payment System (SD) • Q2 Reports: Finance, Performance, Transportation Options 	
<p>March 24, 2022 Packets due to GM office: March 10</p> <p>Work Session</p> <ul style="list-style-type: none"> • Redistricting (AP) <p>Board Meeting</p> <ul style="list-style-type: none"> • Adoption of FTA Climate Action Plan (AP) • Contract for Topographic Surveyor Services for Multiple Projects - (SD) • BSIP Group #5 (SD) • Sunset STF New STIFAC Bylaws and Committee (SD) • Contract for Incident Management Software (TD) 	
<p>April 28, 2022 Packets due to GM office: April 14</p> <p>Work Session</p> <ul style="list-style-type: none"> • 23-25 STIF Plan (SD+DT) <p>Board Meeting</p> <ul style="list-style-type: none"> • May Service Change Briefing (DT) • Adopt Redistricting Maps (AP) • Contract for Architectural and Engineering Services for Multiple Projects (SD) • Contract for Contracted Services - Route Match (TD) 	

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)
- Contract for Advertising Services (PF)
- Q3 Reports: Finance, Performance, Transportation Options

June 23, 2022

Packets due to GM office: June 9

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 21, 2022

Packets due to GM office: July 7

Work Session

Board Meeting

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

August XX, 2022

Packets due to GM office: August XX

Work Session

Board Meeting

- September Service Change Briefing (DT)
- Q4 Reports: Performance, Transportation Options
- Board's Committee Assignments (August, odd # years) (AP)

September XX, 2022

Packets due to GM office: September X

Executive Session

- General Manager Performance Appraisal (AP)

Board Meeting

- Potential Action on GM Performance Evaluation & Compensation
- Information: FY 2022 Security Report (DT)
- FY 2022 Performance Report (DT)

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

**** The District follows the guidelines regarding the Covid-19 pandemic set by the State and Federal governments 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 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.

MARCH 2022

8	Tue		2022 Oregon Legislative Session ends
12-16			APTA Legislative Conference – Washington D.C.
15			Reminder to Board: 30 days to get Statement of Economic Information (SEI) entered into OGEC EFT system
18	Fri		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, YouTube or ZOOM)

APRIL 2022

9-11			APTA Transit CEOs Seminar
			• Denver, CO
15	Fri	8am-5pm	DEADLINE to file SEI Report through Oregon Government Ethics Commission
19	Tue	5:30 PM	Citizens Advisory Committee Virtual Meeting**
28	Thu	5:15 PM	SAMTD Board Work Session **
		6:30 PM	SAMTD Board of Directors Meeting **
			• (Comcast Cable Channel 21, YouTube or ZOOM)

MAY 2022

1-4			APTA Mobility Conference – Columbus, OH
5	Thu	6:00 PM	SAMTD Budget Committee Meeting 1
12	Thu	6:00 PM	SAMTD Budget Committee Meeting 2
19	Thu	6:00 PM	SAMTD Budget Committee Meeting 3
			• <i>(for up-to-date information on Budget Committee Meetings, go to http://www.cherriots.org/meetings)</i>
26	Thu	5:15 PM	SAMTD Board Work Session **
		6:30 PM	SAMTD Board of Directors Meeting **
			• (Comcast Cable Channel 21, YouTube or ZOOM)

30 Mon **HOLIDAY** **Memorial Day** | Cherriots Administrative Offices **Closed**
Customer Service **Open** | **Holiday** bus service

JUNE 2022

21 Tue 5:30 PM Citizens Advisory Committee Virtual Meeting**
23 Thu 6:30 PM Budget Hearing - SAMTD Board of Directors Meeting
• (Comcast Cable Channel 21, YouTube or ZOOM)

~ *The Board of Directors votes on their meeting schedule for FY2023 at the June 23, 2022 meeting* ~

JULY 2022

4 Mon **HOLIDAY** **Independence Day** | Cherriots Administrative Offices **Closed**
Customer Service **Open** | **Holiday** bus service
TBD Thu 5:15 PM SAMTD Board Work Session
6:30 PM SAMTD Board of Directors Meeting
• (Comcast Cable Channel 21, YouTube or ZOOM)

AUGUST 2022

KeizerFEST Sponsor Appreciation Luncheon
KeizerFEST Parade
16 Tue 5:30 PM Citizens Advisory Committee Virtual Meeting**
TBD Thu 5:15 PM SAMTD Board Work Session
6:30 PM SAMTD Board of Directors *Virtual* Meeting
• (Comcast Cable Channel 21, YouTube or ZOOM)

SEPTEMBER 2022

HOLIDAY **Labor Day** | Cherriots Administrative Offices **Closed**
Customer Service **Open** | **Holiday** bus service
TBD Thu 5:15 PM SAMTD Board Executive Session *
6:30 PM SAMTD Board of Directors Meeting **
• (Comcast Cable Channel 21, YouTube or ZOOM)

OCTOBER 2022

18 Tue 5:30 PM Citizens Advisory Committee
Thu 5:15 PM SAMTD Board Work Session **
6:30 PM SAMTD Board of Directors Meeting **
• (Comcast Cable Channel 21, YouTube or ZOOM)
Oct 9-12, 2022 APTA TRANSform Conference - Seattle, WA

NOVEMBER 2022

11 **HOLIDAY** **Veterans Day** | Customer Service **Open** | **Sunday Level Bus Service**
Cherriots Administrative Offices **Closed**
Thu 6:30 PM SAMTD Board of Directors Meeting **
• (Comcast Cable Channel 21, YouTube or ZOOM)
Thu **HOLIDAY** **Thanksgiving Day** | Cherriots Administrative Offices **Closed**