



Salem Area Mass Transit District  
Board of Directors

~ **WORK SESSION** ~

November 13, 2018

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

**MINUTES**

**PRESENT:** President Robert Krebs; Directors Jerry Thompson, Steve Evans, Colleen Busch,  
**Board** Kathy Lincoln, Doug Rodgers and Marcia Kelley (arrived at 6:18 p.m.)

**Staff** ~~Allan Pollock, General Manager~~; David Trimble, Chief Operating Officer; Patricia Feeny, Director of Communication; ~~Paula Dixon, Director of Administration~~; ~~Steve Dickey, Director of Transportation Development~~; Chris French, Senior Planner; Chip Colby, Information Technology Manager; Jonah Hanson, Marketing Coordinator; Linda Galeazzi, Executive Assistant

**Guests** No guests

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

**2. SAFETY MOMENT** **5:30 PM**  
Mr. Trimble spoke about the hazards of wet, slick and slippery sidewalks, roads and other surfaces, and how to be safe in your travels.

**3. PRESENTATION** - None

**4.. DISCUSSION**  
**a. Congestion Relief Task Force Update** **5:31 PM**

**Staff report:** Pages 1-2 of the agenda.

**Presenter:** Chris French, Senior Planner

Mr. French reported on the November 5, 2018 Salem City Council meeting where the Salem Congestion Relief Task Force presented their final report with fifteen solutions that had consensus by the Task Force and an added task to establish standards for travel time that was discussed. The Salem City Council recommended that the short term solutions be moved forward to the City Council’s Policy and Goals Session on November 19, 2018.

All of the documents for the final report are available on the City of Salem's website at <https://www.cityofsalem.net/Pages/congestion-relief-task-force.aspx>.

**Follow-up:** n/a

## **b. Bus Advertising**

**Staff report:** Pages 3-4 of the agenda

**Presenter:** Patricia Feeny, Director of Communication

At the request of Director Thompson, the Board discussed the issue of placing commercial advertising on the District's new vehicles.

Ms. Feeny reported that in August 2017, the District signed a 5-year contract with Stott Outdoor Advertising to manage commercial advertising on District vehicles. The District received advertising revenue in the first year totaling \$97,375.45. Contract revenue estimates for the life of the contract are detailed in the staff report on page 4 of the agenda. In comparison, payments made to the District from a prior contract with a different advertising company were reviewed. Ms. Feeny showed a sampling of advertising that staff created for big events in the next year. These ads were designed to fit in with the color scheme and design on the outside of the bus. They might also want to put internal ads in the new buses.

President Krebs was sorry that Director Kelley was not at the meeting as he spoke on her behalf. He recalled that Director Kelley was the major supporter of bringing advertising back. Her goals were to provide local businesses another way to advertise locally; and to use the advertising revenue to offset the cost of free bus passes for students who participated in after school activities but did not have a way home.

Board members asked the following questions. They wanted to know about the rates for advertising on different areas of the bus, and where the revenue received for advertising was going. Also, what is Stott's rate of return? How many new buses are there in comparison to the whole fleet? Do the advertisements damage the bus? Could they compromise by keeping the advertisements on the old buses and leave the new buses alone. What does the vendor think about the advertisement contract; is it working for the vendor.

In response, Mr. Trimble said there is always damage to a bus when ads are removed; however, it is better than it used to be. He explained that there are 64 *Cherriots Local* buses. There are twelve new buses and eight more to arrive in the spring. Ms. Feeny noted that ads for the paratransit and *Cherriots Regional* buses are also in the contract; but Stott's has chosen not to put advertising on those buses at this time. There are different rates for advertising on different parts of the bus, and the money maker is in the full bus wrap.

President Krebs did not like the ads over the windows. It doesn't allow passengers to look out of the windows.

Director Busch wants the new buses to look pristine for the anniversary celebration and suggested that they wait until after the celebration to put ads on the back of the new buses. President Krebs agreed saying they were trying to project a positive image. Right now, the District has a new brand and a new look that we want people to recognize. Advertising will distort that.

**Follow-up:** Staff will provide information about Stott's rate of return, and where the advertising revenue is going. President Krebs said there was no decision to be made at this time, but the Board will discuss this issue further at a later meeting.

### **c. Recommendations for Board-Appointed Advisory Committees** **5:55 PM**

**Staff report:** Pages 5-6 of the agenda

**Presenter:** David Trimble, Chief Operating Officer

Mr. Trimble noted that the Special Transportation Fund Advisory Committee (STFAC) did not discuss committee appointments at their November meeting. The Citizens Advisory Committee (CAC) is scheduled to meet on November 27 to discuss staggered terms, and make recommendations for a Chair and Vice-Chair. The Statewide Transportation Improvement Fund Advisory Committee (STIFAC) did not meet. Recommendations by the STIFAC for member appointments and for a Chair and Vice-Chair are made by fiscal year rather than the calendar year.

Director Lincoln said she was approached by a CAC member that she recommended and was asked if the Board knows what goes on in their meetings. She feels a responsibility to speak to an issue when asked, especially with members that she recommended to serve on a committee.

President Krebs suggested that the Board schedule a time to review the committee minutes at their work sessions or include them as items of information in the board meeting packet. The Board wants input from the committees; especially if there are issues that need Board attention. Mr. Trimble noted that when staff receives information that needs follow up, they do respond to the issues.

**Follow-up:** The Board will consider action on recommendations made by the STFAC and the CAC at the December 13, 2018 board meeting that will include decisions on member appointments for the STFAC, a chair and vice chair for the CAC; and staggered terms for the CAC and STIFAC.

Staff will include the committee minutes in the Board's meeting packets.

### **4. GENERAL MANAGER COMMENTS** **6:04 PM**

**Staff report:** Pages 7-12 of the agenda

**Presenter:** David Trimble, Chief Operating Officer

Board members reviewed the draft agenda for the December 13, 2018 board meeting, the Board's calendar of scheduled meetings and events, and a draft of upcoming agenda items for Board review or action.

Mr. Trimble noted that the contract for the purchase of tires was taken off the agenda. The District is working on a joint venture with Lane Transit District and TriMet to purchase tires.

Director Lincoln reported on the November 13, 2018 Salem-Keizer Area Transportation Study (SKATS) Policy Committee special meeting where a vote was taken to send a letter from SKATS to the Salem City Council on a land use action related to the Salem River Crossing. The purpose of the letter from SKATS was to request that the council respond to the LUBA remand and support completion of the Salem River Crossing Final EIS. Director Lincoln voted "no" and explained to the Board her reasons for doing so.

Board member inquired about the bids for construction of the Keizer Transit Center signalization project. Mr. McCoy said they opened bids today. They received four bids and will begin to analyze them.

Director Marcia Kelley arrived at the work session at 6:18 p.m.

Mr. Trimble announced that the District will be closed on Thursday, November 22 to observe the Thanksgiving holiday. Keizer's holiday lights parade is Saturday, December 8; and the District's holiday luncheon is Monday, December 17.

President Krebs said he was working on a streetcar committee and will send board members more information about it.

Director Busch noted that the Salem City Council was voting to bring air service back to Salem.

#### **4. WORK SESSION ADJOURNED**

**6:22 PM**

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