



May 5, 2010

CherryLift Bus Service Contract Awarded to New Provider

As part of an ongoing effort to maximize efficiency, provide excellent customer service and ensure that tax dollars are being spent wisely and effectively, Salem-Keizer Transit has signed on a new contractor to provide CherryLift service and to operate the TripLink call center.

“We have a fiscal responsibility to the taxpayers and to our customers to make sure the service we are offering is cost-efficient, effective and beneficial,” said Allan Pollock, General Manager for Salem-Keizer Transit.

The contract was awarded to MV Transportation, Inc., the largest privately held and domestically owned transportation management company in the United States. MV Transportation will assume the contract effective June 28, 2010. The transit district anticipates improved coordination of service by using the same contractor for both the call center and CherryLift. Further efficiency will be gained by bringing maintenance of the bus fleet in-house to Salem-Keizer Transit.

CherryLift is provided for individuals who, due to a qualifying disability, are not able to access or use the regular Cherriots bus service. CherryLift is a curb-to-curb, shared-ride transportation service in the Salem-Keizer area. The Federal Americans with Disabilities Act (ADA) requires public transportation be available to eligible people with disabilities.

A fleet of 30 ADA-accessible vehicles provided approximately 96,187 rides in the last year.

All Cherriots buses have lifts and ramps to accommodate wheelchairs, power chairs and walkers as well as audio announcers and travel instruction for those who can access the regular buses. CherryLift operates the same days of the week and hours of the day as regular Cherriots bus service, covering approximately the same geographic area as the buses.

“We are committed to provide high-quality, cost-effective, and efficient service for our CherryLift riders,” Pollock announced. “We know how much people depend on CherryLift for their daily transportation needs for doctor visits and other appointments.”